

**THE RADIO DEPARTMENT OF THE ASSEMBLIES OF GOD**

by

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**B. A. Central Bible Institute, 1960**

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**A MASTER'S THESIS**

**submitted in partial fulfillment of the**

**requirements for the degree**


**MASTER OF SCIENCE**

**Department of Technical Journalism**

**KANSAS STATE UNIVERSITY  
Manhattan, Kansas**

**1964**

**Approved by:**

  
**Major Professor**

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## INTRODUCTION

The Radio Department of the General Council of the Assemblies of God, Springfield, Missouri, was established in 1946. The Radio Department releases "Revivaltime," a half hour broadcast, Sunday, 10:30 p.m. E.S.T., over the American Broadcasting Company network. A delayed broadcast is released over independent and foreign stations.

"Revivaltime" is the radio voice of the General Council of the Assemblies of God. The program is released over 434 ABC network and independent stations. Of these approximately 50 are foreign stations. "Revivaltime" has an estimated audience of 12 million in the United States. More than 12,000 letters are received weekly by the Department from the radio audience.

A co-operative fellowship, the General Council of the Assemblies of God was established at a convention in Hot Springs, Arkansas, April 2-12, 1914. Approximately two to three hundred persons attended the convention. Of these approximately 120 were evangelists or pastors of established churches. A "Preamble and Resolution on Constitution" was adopted. This "set forth principles of equality, unity, and cooperation, guaranteed the sovereignty of each local affiliated church, and provided a basis of co-operative fellowship for both ministers and congregations."<sup>1</sup>

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<sup>1</sup>Klaude Kendrick, The Promise Fulfilled, p. 86.

The local self-governing churches continue to form the broad base of the denomination. The general Council, made up of all ordained ministers of the Assemblies of God and one delegate from each recognized church, meets biennially and is the highest constitutional authority of the denomination.<sup>2</sup>

The General Presbytery, the second body in order of authority, is made up of elected representatives from each of the 44 district councils. The constitution outlines the duties and powers of the General Presbytery:

The General Presbytery shall be empowered to act in all matters pertaining to foreign missionary and ministerial relationships, and all matters which pertain to the proper functioning of the departments and institutions of the fellowship. It shall constitute an advisory body to the Executive Presbytery. All decisions pertaining to constitutional order or fundamental doctrines shall be referred by it to the General Council for ratification.<sup>3</sup>

An Executive Presbytery, the executive committee, serves under the direction of the General Presbytery and directs the operation of the headquarters offices in Springfield, Missouri. The eight officers of the General Council are members of the Executive Presbytery--the general superintendent, five assistant superintendents, secretary and treasurer. The other eight members do not reside in Springfield and are elected to represent various geographical areas.

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<sup>2</sup>Ibid., p. 87.

<sup>3</sup>Ibid., pp. 88-89.

Activities of the General Council headquarters offices are divided into departments. Each of the executive officers has as his portfolio one or more of these departments. He serves as executive director and is assisted by a national secretary in each department. The departments include: Benevolences, Christ's Ambassadors, Church School Literature, Education, Evangelism, Finance, Foreign Missions, General Services (Public Relations, Personnel, Purchasing, Communications, and Maintenance), Gospel Publishing House, Home Missions, Men's Fellowship, Music, Radio, Sunday School and the Women's Missionary Council.<sup>4</sup>

The local churches are organized into districts. These normally follow state boundaries but may only include a portion of a state or in some instances more than one state.

Though each church is self-governing, the district organizations grant licenses and ordain ministers. The international organization, through its biennial General Council and/or through its elected officers, sets general policy and performs national and world-wide ministries of the church.<sup>5</sup>

When the Assemblies of God was organized, the headquarters offices and employees were supported entirely by free-will offerings. This continued for several years. Later ordained ministers were asked to contribute at least \$1.00 per month. In 1949 this was increased to \$1.50 and in 1955 to \$2.00 per month for ordained ministers. Licensed ministers were levied \$1.00 per month. These

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<sup>4</sup>Public Relations Department, Assemblies of God, Many Members . . . One Body, p. 3.

<sup>5</sup>Ibid., p. 5.

funds continue to be supplemented by free-will offerings and church contributions. Proceeds from the Gospel Publishing House are also used to defray expenses. Some programs, such as the foreign ministries and radio, are supported entirely by free-will offerings.<sup>6</sup>

The headquarters offices are located at 1445 Boonville, Springfield, Missouri, in a four-story administration building, dedicated in 1961. Attached to this building is a printing plant--known as the Gospel Publishing House--with approximately 100,000 square feet of floor space for the printing operation. Ten tons of literature are printed daily. Facilities, equipment and land are valued at nearly six million dollars. More than 550 persons are employed in the offices and printing plant.<sup>7</sup>

The Assemblies of God has 8,409 churches in the United States with a membership of 543,003 and a Sunday school enrollment of 1,004,796. There are 9,985 ordained ministers and 5,015 licensed ministers. Nine Bible and liberal arts colleges are maintained by the organization.<sup>8</sup>

More than 350 home missionaries minister in Alaska, on Indian reservations, to deaf groups and participate in other Assemblies of God home missions activities. Assemblies of God military chaplains number 25.<sup>9</sup>

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<sup>6</sup>Kendrick, op. cit., p. 92.

<sup>7</sup>Public Relations Department, Assemblies of God, "Official Statistics of the Assemblies of God," April, 1964. (Mimeographed.)

<sup>8</sup>Ibid.

<sup>9</sup>Ibid.



A total of 808 foreign missionaries serve in 72 countries. There are 12,917 foreign national ministers and 16,418 foreign churches and preaching points. Seventy-four foreign Bible schools are maintained for the training of national ministers. The foreign membership exceeds 1,469,600, bringing the total Assemblies of God membership to two million.<sup>10</sup>

In comparison with other denominations in the United States, the Assemblies of God ranks:

- 1st in Foreign Bible Schools
- 6th in number of Foreign Missionaries
- 7th in number of Sunday Schools
- 8th in number of Churches
- 9th in number of Ministers
- 11th in Sunday School Enrollment
- 24th in Church Membership<sup>11</sup>

The following is a condensation of the Statement of Fundamental Truths of the Assemblies of God. This condensation is carried in the masthead of the denomination's weekly publication, The Pentecostal Evangel.

#### STATEMENT OF FAITH

WE BELIEVE the Bible to be the inspired and only infallible and authoritative Word of God.

WE BELIEVE that there is one God, eternally existent in three persons: God the Father, God the Son, and God the Holy Ghost.

WE BELIEVE in the deity of our Lord Jesus Christ, in His virgin birth, in His sinless life, in His miracles, in His vicarious and atoning death, in His bodily resurrection, in His ascension to the right hand of the Father, and in His personal future return to this earth in power and glory to rule a thousand years.

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<sup>10</sup>Official Statistics of the Assemblies of God," op. cit. (Mimeographed.)

<sup>11</sup>Public Relations Department, Assemblies of God, "How the Assemblies of God Ranks." (Mimeographed.)

WE BELIEVE in the Blessed Hope, which is the Rapture of the Church at Christ's Coming.

WE BELIEVE that the only means of being cleansed from sin is through repentance and faith in the precious blood of Christ.

WE BELIEVE that regeneration by the Holy Spirit is absolutely essential for personal salvation.

WE BELIEVE that the redemptive work of Christ on the cross provides healing of the human body in answer to believing prayer.

WE BELIEVE that the Baptism of the Holy Spirit, according to Acts 2:4, is given to believers who ask for it.

WE BELIEVE in the sanctifying power of the Holy Spirit by whose indwelling the Christian is enabled to live a holy life.

WE BELIEVE in the resurrection of both the saved and the lost, the one to everlasting life and the other to everlasting damnation.<sup>12</sup>

This thesis is a descriptive analysis of the establishment and growth of the Radio Department. Consideration is given to communication between the Radio Department and its radio audience and the response received. The various promotional aids employed by the Department are reviewed and indicated responses recorded.

Information contained in this thesis has been obtained through interviews with executive and staff members of the Radio Department, from Departmental records and publications of the Department. Additional information has been gleaned from the minutes and departmental reports of the biennial General Councils of the Assemblies of God, miscellaneous periodicals, brochures and books.

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<sup>12</sup>"Statement of Faith," The Pentecostal Evangel, March 22, 1964, 2602:4.

## HISTORY AND DEVELOPMENT OF THE RADIO DEPARTMENT

Although individual Assemblies of God churches had radio programs as early as 1924 and 1925, approval for a national radio program, sponsored by the denomination, was not given until 1945. The biennial General Council in session September 13-18, 1945, in Springfield, Missouri, authorized the establishment of a Radio Department.

### Authorization

There shall be a Radio Department created to be operated under the direction of a Radio Commission and a Radio Director. Said Commission and Director are to be appointed and supervised by the Executive Presbytery.

### Objectives

In the preparation of our national broadcast, the commission on radio shall solicit the highest possible quality in musical presentation and shall feature capable speakers who shall offer messages in keeping with the Statement of Faith of our General Council of the Assemblies of God.

Programs shall originate from such sources, and be released through such outlets, and feature such talent as shall meet the requirements of the Radio Commission.

A transcription library shall be provided for our ministers to draw upon for use in the preparation of local broadcasts as may be desired. Complete transcriptions offering a distinctive presentation of our Statement of Faith shall be prepared for use in extended Home Missions Work.

### Funds

The Radio Director shall be authorized to employ such means for the raising of funds as shall be deemed advisable by the Radio Commission.<sup>1</sup>

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<sup>1</sup>Minutes of the Twenty-first General Council of the Assemblies of God, 1945, pp. 17-18.

L. R. Keys, pastor of Glad Tidings Tabernacle, San Francisco, California, and present at the council, had been producing a regular weekly radio broadcast. The Associated Broadcasting Company, a chain of 34 stations extending nationwide, had offered to carry his broadcast.

Keys proposed that his broadcast be adopted as the national broadcast of the Assemblies of God until the Radio Commission could inaugurate a radio program. His proposal was accepted.

A contract was signed with the Associated Broadcasting Company by the Assemblies of God sponsoring the program emanating from San Francisco and directed by L. R. Keys.

Broadcasts were conducted, emanating from San Francisco and released over 12 stations, for a period of five weeks, at the end of which time the contracts were cancelled and the broadcasts discontinued in view of the over-all radio programs originating in Springfield, which were released . . . on January 6.<sup>2</sup>

The General Council appropriated \$10,000 for the initial launching of the Radio Department. T. F. Zimmerman was named director. "Sermons in Song," a fifteen-minute program, was released January 6, 1946, from Springfield, Missouri, over 72 stations. T. F. Zimmerman was narrator, E. S. Williams, speaker, and Les Barnett, music director.

The format of "Sermons in Song" included five musical numbers and a short sermon. It was later revised to three musical numbers before the sermon and an appropriate song following the sermon.

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<sup>2</sup>Minutes of the Twenty-fifth General Council, op. cit.,  
p. 19.



To underwrite the expense of the program district officials were urged to promote "Sermons in Song" as they traveled among the local churches. Christmas and July 4 were designated as days for special radio offerings in the local churches. Awards were given to those churches contributing a minimum of \$1.00 per member per year. In addition outdoor signs, linking the church with the "Sermons in Song" broadcast, were provided.

To help meet the expenses of the broadcast, the General Council in session in 1947 voted to designate a portion of the profits of the Gospel Publishing House to support the program.

"Sermons in Song" was awarded the "Churchill Trophy" for producing the best program of novel technique by the National Religious Broadcasters Association on April 27, 1946. On April 16, 1947, it took first place for the "Best All-Around Religious Broadcast."<sup>3</sup>

In October 1947 Marcus T. Gaston joined the staff as music director. Under his direction a male quartet was organized. The first of the "Sermons in Song Sacred Series" of records was released that year. These records featured the radio quartet and choir. By June of 1949 the collection had grown to 17 records and realized a profit of \$4,173.<sup>4</sup>

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<sup>3</sup>Radio Department, Assemblies of God, 10th, 1964, p. 3.

<sup>4</sup>Departmental Reports and Financial Statement, 1949, p. 37.

"Sermons in Song" did not have a regular speaker. Speakers included E. S. Williams, G. F. Lewis, W. A. Brown, W. R. Steelberg, W. I. Evans, Noel Perkin and Bartlett Peterson.<sup>5</sup>

At the twenty-third biennial conference of the General Council, 1949, it was reported that "Sermons in Song" was being released over 75 stations. These represented 28 states and 14 foreign outlets. "Sermons in Song" was also being carried by government bases in Adak, Aleutian Islands, Goose Bay, Labrador and Greenland to reach the armed forces. Used transcriptions were supplied to 33 veteran's hospitals and released over public address systems thus reaching an additional 25,000 men.<sup>6</sup>

Due to economies effected in the producing of transcriptions, "Sermons in Song" realized a saving of \$17,000 during the two year period--1947-1949. Even with this the radio account showed a deficit of \$7,304.67 on June 30, 1949.<sup>7</sup>

Two years after launching "Sermons in Song," the Radio Department began work on a second program, "The Gospel Rocket." This program was designed for children. A trial program was produced for auditioning at the Sixth Annual Sunday School Convention of the Assemblies of God in Springfield, Missouri, February 1948.

Because of the immediate response a series of 13 programs was prepared and "The Gospel Rocket" was released nationally June 5, 1948. A series of 52 programs was later prepared.

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<sup>5</sup>Departmental Reports and Financial Statement, 1949, p. 34.

<sup>6</sup>Ibid.

<sup>7</sup>Ibid., p. 37.

"The Gospel Rocket" was not underwritten by the Radio Department as was "Sermons in Song." Instead the local Assemblies of God church acted as sponsor and secured air time. The Radio Department made the tapes available on a rental basis. Later the rental charge was reduced to cover only maintenance expenses.

In connection with "The Gospel Rocket," Gospel Rocket Clubs were encouraged. Materials including official membership certificates and membership badges were provided by the Radio Department and distributed through the local sponsoring churches.

In April 1949 "The Gospel Rocket" was awarded a first place trophy in children's broadcasts by the National Religious Broadcasters Association.<sup>8</sup>

T. F. Zimmerman resigned as director of the Radio Department in 1949 and was replaced by Wilfred A. Brown as executive administrator and Marcus Gaston as director of radio.

In 1949 the American Broadcasting Company offered to carry "Sermons in Song" as a live broadcast through its network facilities. However, the broadcast did not go live until 1953. Plans were made to increase "Sermons in Song" to a 30-minute broadcast in order "to have the time to introduce more of the evangelistic warmth and liberty our people were desiring in the national broadcast."<sup>9</sup>

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<sup>8</sup>10th, op. cit., p. 3.

<sup>9</sup>Departmental Reports and Financial Statement, 1951, p. 56.

Wesley R. Steelberg was selected as radio speaker and Emil Balliet, pastor of Central Assembly of God, Springfield, Missouri, was narrator. The name was changed to "Revivaltime" and first released April 9, 1950.

Writing of the selection of "Revivaltime" as the name of the broadcast, Speaker Wesley Steelberg said,

Our prayer and desire is that we may produce and present a broadcast which will be brimful of the spirit and power of Pentecost. We want it to be a soul-saving agency potent with conviction, as well as a vehicle of Christian cheer and gladness. We hope to fashion the format and arrange the program in such a way that it will serve as an evangelistic appeal worthy of the name, "Revivaltime," and we pray that it will indeed promote a time of revival.<sup>10</sup>

The broadcast opened with a verse of the hymn, "Whosoever Will," followed by an announcement by Emil Balliet, narrator. The first half of the program was given to musical numbers--songs by the choir, the male quartet and other groups. Testimonies of listeners also were read. Twelve minutes were devoted to an extemporaneous sermon and the program concluded with a verse of "The Old Rugged Cross."

The radio committee then consisted of W. R. Steelberg, W. A. Brown, Bert Webb, Bartlett Peterson, Emil A. Balliet and Marcus Gaston. Radio promotion was transferred to the Walter Bennett Agency in Chicago in November 1950.

By August 1951 the number of stations releasing "Revivaltime" was 67. This number included outlets in 30 states and 10 foreign

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<sup>10</sup>Departmental Reports and Financial Statement, 1951, p. 56.



countries--Australia, Central America, the Bahama Islands, Canada, the Canal Zone, Fiji Islands, Hawaii and the Philippine Islands. "Revivaltime" was also carried over Radio Luxembourg, a 200,000 watt station reaching the greater part of the continent.<sup>11</sup>

"The Gospel Rocket" series of 52 programs continued to be used by the local churches. However, due to rising operating costs and an increased emphasis on "Revivaltime," "The Gospel Rocket" was discontinued.

To assist in the added expense of producing and releasing "Revivaltime," the General Council and the Gospel Publishing House underwrote the Radio Department budget to the extent of \$29,031.91 in 1950.

Marcus Gaston resigned as music director in 1951 and Erika Munger took his place. In the same year E. M. Clark of Nebraska was appointed National Secretary of Radio and Wilfred A. Brown became narrator in March 1952, following the resignation of Emil A. Balliet.

While traveling in behalf of "Revivaltime" in Wales England, Speaker Wesley Steelberg, died on June 8, 1952. For a brief time W. A. Brown doubled as narrator and speaker. In October 1963 Bartlett Peterson became narrator of "Revivaltime": W. A. Brown continued as speaker. T. F. Zimmerman once again became a member of the radio committee.

In September of 1952 Cyril McLellan became music director. The choir was then called the "King's Choraliers" and took its first tour in behalf of the broadcast in March 1953.

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<sup>11</sup>Departmental Reports and Financial Statement, 1951, p. 56.

Born and educated in British Columbia, Canada, McLellan was graduated from Vancouver Normal School, Vancouver, British Columbia. He also is a graduate of Central Bible Institute, Springfield, Missouri, and received a bachelor of music from Evangel College, also in Springfield.

Two choir books, containing his arrangements have been released by the Gospel Publishing House. These include arrangements which have been used on the broadcast.

In 1953 "Revivaltime" was carried over 100 stations in the United States and abroad. The foreign stations included Radio Luxembourg, a 150,000 watt station in Ceylon and Radio Lorenzo Marques in South Africa.

The decision to release "Revivaltime" live over the American Broadcasting Company network was made in September 1953. Independent stations and foreign outlets were to continue.

The twenty-fifth General Council voted to hire a full time radio speaker:

RESOLVED that the speaker be given full time responsibility to lead and to pastor "Revivaltime" and that he also be the field representative of the broadcast.

BE IT FURTHER RESOLVED that the Executive Presbytery survey the fellowship to select the man best suited to become the radio voice of the Assemblies of God.

RESOLVED that we place "Revivaltime" on a live broadcast over a national hook-up, continuing our foreign outlets as at present, and that this be done as soon as considered feasible and practical by the Executive Presbytery.<sup>12</sup>

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<sup>12</sup>Departmental Reports and Financial Statement, 1953, p. 30.

Reverend C. M. Ward, pastor of the Full Gospel Tabernacle, Bakersfield, California, was chosen as "Revivaltime" speaker. During the nine years that he pastored the Bakersfield church, Ward built the largest Sunday school attendance and Sunday night audience of any church in Kern County, California. He did this in part by broadcasting three and one-half hours of radio time each Sunday.<sup>13</sup>

When selected as speaker, Ward had already been in the ministry for 24 years. He had served as editor of the Pentecostal Testimony, official publication of the Pentecostal Assemblies of Canada, as a teacher, evangelist and pastor in Eastern Canada and Bakersfield, California. He is a graduate of Central Bible Institute.

It was decided to recruit a radio choir from students attending Central Bible Institute, a co-ed Assemblies of God college in Springfield. Approximately 35 students were selected.

On December 20, 1953, "Revivaltime" went live on the American Broadcasting Company network. This immediately added 198 stations to the radio log, making a total of 275 stations. The broadcast was released from an acoustically treated classroom at Central Bible Institute. Equipment included a few microphones, an organ and piano.<sup>14</sup>

A sum of \$250,000 was appropriated by the General Council to underwrite the first six months of network broadcasting.

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<sup>13</sup>Irwin Winehouse, The Assemblies of God, p. 165.

<sup>14</sup>Ibid., p. 163.

It was understood that after this time "Revivaltime" must be self-supporting through voluntary contributions.

Speaking of the situation Speaker C. M. Ward says,

We had fewer than 5,000 names on our radio mailing lists, and most of them had come from a European broadcast released in Luxembourg. There was no income to speak of from the radio audience.

Fortunately our Assemblies of God executives knew more about radio programming than some so-called advertising geniuses. They knew you have to give a show at least six months. If you pull up a little plant every day to see whether it's taken root or not, it's dead. And that is always the temptation in radio work. We call it 'analysis paralysis.'<sup>15</sup>

In 1954 Lil (Sundberg) Anderson became the first broadcast soloist. The choir, now known as the Revivaltime Choir, made several tours on behalf of the Radio Department.

In 1955 The Pentecostal Evangel, official voice of the Assemblies of God, began carrying regular publicity for "Revivaltime." A two-page spread in this weekly paper carries reports of the progress, outreach and results of the program.

The number of letters received by the Radio Department increased when "Revivaltime" went live. In June of 1953 the program was averaging 2,500 pieces of mail monthly. By June of 1955 it was averaging 11,383 per month. In the two year period 160,000 letters were received.

By the end of 1955 "Revivaltime" was being released on 335 stations. Two hundred were ABC network stations, 120 independent stations and fifteen were foreign outlets.

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<sup>15</sup>Winehouse, op. cit., p. 165-166.



The bulk of the support for "Revivaltime" continued to come from the radio audience. In 1957 only 1,500 of the nearly 8,000 Assemblies of God churches--or 17 per cent--were contributing to the broadcast. By 1958 this had increased to 1,626 churches and in 1959 1,704 churches or an average of 22 per cent contributed.

Since the broadcast had gone live, records showed that more than two million pieces of literature had been distributed to the radio audience. The radio log in March 1959 showed a total of 354 stations, including 105 ABC network, 215 independent and 34 foreign.

By August of 1961 the radio log showed 340 stations with 86 of these ABC, 214 independent and 40 foreign. An average of 10,000 letters were being received from listeners monthly.

Lee Robbins joined the staff as "Revivaltime" soloist and Wildon Colbaugh as publicity director. The Revivaltime Choir took its first 30-day summer tour in 1962 and its second in 1963.

At the thirtieth General Council of the Assemblies of God in Memphis, Tennessee, it was reported that the broadcast had reached an all-time high of 444 stations. Of these 97 were ABC stations, 295 independent and 52 were foreign.

The records show that "Revivaltime" has continued for the most part to operate at a deficit. The following is a summary of income and expenditures compiled from the minutes of the General Council sessions:

Table 1. Receipts and expenditures

| <u>Year</u>     | <u>Receipts</u> | <u>Air Time Cost</u> | <u>Expenses</u> | <u>Credit-Deficit</u> |
|-----------------|-----------------|----------------------|-----------------|-----------------------|
| 8/48-6/49       | \$ 43,950.66    | \$ 25,878.30         | \$ 51,225.33    | \$ 7,304.67 D         |
| 7/1/50-6/30/51  | 66,182.83       | 45,190.37            | 82,596.21       | 16,413.38 D           |
| 7/1/51-6/30-52  | 99,693.12       | 49,291.35            | 118,110.66      | 18,417.54 D           |
| 7/1/52-6/30/53  | 140,775.96      | 77,390.40            | 168,440.84      | 27,664.88 D           |
| 7/1/53-6/30/55  | 633,541.80      | 510,911.16           | 784,003.79      | 150,461.99 D          |
| 7/1/55-6/21/56  | 424,648.00      | 279,745.00           | 468,232.00      | 43,584.00 D           |
| 6/21/56-6/30/57 | 411,632.00      | 225,137.00           | 392,296.00      | <u>19,336.00 C</u>    |
| 3/31/58-3/31/59 | 374,665.00      | 241,938.00           | 431,697.00      | 36,268.00 D           |
| 4/1/59-3/31/60  | 407,519.00      | 240,186.00           | 444,889.00      | 37,370.00 D           |
| 4/1/60-3/31/61  | 457,630.00      | 212,441.00           | 429,611.00      | <u>28,019.00 C</u>    |
| 4/1/61-3/31/62  | 439,120.00      | 222,067.00           | 458,509.00      | 19,389.00 D           |
| 4/1/62-3/31/63  | 463,839.00      | 220,007.00           | 471,375.00      | 7,536.00 D            |

## THE RADIO DEPARTMENT - 1964

The constitution of the Thirtieth General Council of the Assemblies of God outlines the objectives and duties of the Radio Department as follows:

### Authorization and Purpose

There shall be a Radio Department of the General Council, whose primary responsibility shall be the promotion of evangelism and soul winning within its field of activity.

- a. It shall prepare a national broadcast and shall solicit the highest possible quality in musical presentation and shall feature capable speakers who shall offer messages in keeping with the Statement of Faith of the General Council of the Assemblies of God.
- b. Programs shall originate from such sources, and be released through such outlets, and feature such talents as shall meet the requirements of the Radio Department.
- c. A transcription library shall be provided for our ministers to draw upon for use in preparation of local broadcasts as may be desired. Complete transcriptions shall also be prepared for optional use of ministers and churches. Such transcriptions that allow distinctive presentation of our Statement of Faith shall be prepared for use in extended Home Missions work.

### Government and Organization

- a. The General Superintendent in consultation with the Executive Presbyters who are not Executive Officers shall appoint one of the Executive Officers of the General Council as Executive Director of the Department.
- b. The Executive Presbytery shall appoint a Secretary of the Radio Department who shall serve under the Executive Director in the administration of the Department.
- c. There shall be a Radio Committee which shall consist of the Executive Director, the Secretary, and four others appointed by the Executive Presbytery, subject to the approval of the General Presbytery.
- d. The Radio Committee shall serve for a period of one year or until its successors are appointed.

e. The Department and all of its functions shall be amenable to and under the general supervision of the Executive Presbytery.

### Funds

The Radio Director shall be authorized to employ such means for the raising of funds as shall be deemed advisable by the Radio Committee.<sup>1</sup>

Wildon Colbaugh, publicity director for the Radio Department, recently wrote of the purpose of "Revivaltime":

It is the purpose of the Radio Department to tell the world as quickly and as powerfully as possible the full gospel of Christ's saving, healing and baptizing power, and to herald the glorious prospect of His soon return to the World. Radio is the fastest, most economical and most personal way to accomplish this.<sup>2</sup>

Former Secretary of Radio D. V. Hurst said, "The great purpose of 'Revivaltime' is to reach the most possible people with the saving gospel of Jesus Christ for the least expenditure of money."<sup>3</sup>

C. T. Beem, office manager, outlines a three-fold purpose: (a) preaching the Word, (b) singing the Gospel and (c) literature placement and counseling.

The radio committee consists of Bartlett Peterson, chairman; Lee Schultz, secretary; J. Philip Hogan, Gayle Lewis, M. B. Netzel, Bert Webb and T. F. Zimmerman.<sup>4</sup>

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<sup>1</sup>Minutes of the Thirtieth General Council of the Assemblies of God, 1963, p. 19.

<sup>2</sup>Wildon Colbaugh, "Revivaltime Benefits Every Assemblies of God Church and Minister," The Pentecostal Evangel, December 8, 1963, 2587:25.

<sup>3</sup>D. V. Hurst, "The Editor Observes," Keep Revivaltime Advancing, November, 1962, p. 3.

<sup>4</sup>10th, op. cit., p. 7.

Bartlett Peterson, general secretary of the General Council, serves as executive director of the Radio Department and narrator of "Revivaltime." On May 1, Lee Shultz assumed the responsibility of secretary of radio.

Cyril McLellan continues as director of the "Revivaltime" choir. Made up of approximately 40 students attending Central Bible Institute, all choir members serve on a voluntary basis. Denise Powers became broadcast soloist on May 1 replacing Lee Robbins. An organist and pianist complete the music staff. A weekly honorarium is given to the solist, organist and pianist.

Doubling as office manager and program director, C. T. Beem directs an office staff of 22. Stanley Michael is field representative and Wildon Colbaugh, publicity director. An engineer from Station KWTQ, Springfield, Missouri, assists with the production of the weekly broadcast.

Two Assemblies of God men also serve as officers in the National Religious Broadcasters Association. T. F. Zimmerman, general superintendent of the Assemblies of God, is first vice-president and Bartlett Peterson, secretary.<sup>5</sup>

At the annual meeting of the National Religious Broadcasters Association in Washington, D.C., January 21-23, 1964, "Revivaltime" was awarded the 1963 Award of Merit for "distinguished leadership in the field of religious broadcasting."<sup>6</sup>

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<sup>5</sup>Radio Department, "International Christian Broadcasters Give Award to Revivaltime," The Pentecostal Evangel, 2601:15.

<sup>6</sup>Ibid., p. 14.



An average of 11,000 letters is received each month. These are processed by the office staff under the direction of C. T. Beem. The department prides itself in processing the letters completely on the day they are received.<sup>7</sup>

Although the Department is in the headquarters offices at 1445 Boonville, the address of "Revivaltime" is Box 70, Springfield, Missouri. Mail for the other departments is sent to the Boonville address and is processed through a central mail room; "Revivaltime's" mail is processed within the Radio Department.

Office Manager Beem picks up the mail at 7:45 a.m. from the post office. The mail is then opened, counted and divided into money mail and non-contributor mail. Readers analyze the letters. Many letters simply request literature offered on the broadcast or request information that is available in printed form. These letters are coded for the appropriate literature.

Letters requiring a reply are divided into four categories: counseling, taken care of by Wildon Colbaugh; policy matters, Lee Schultz; business, C. T. Beem, and stations, Stan Michael.

Counseling letters were first answered entirely by C. M. Ward and his secretary. The volume increased to the extent that a system for answering these letters was necessitated. Since many letters asked duplicate questions, it was concluded that once C. M. Ward had written an answer to a question that this letter should be preserved and reused.

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<sup>7</sup>Interview with C. T. Beem, January 28, 1964.

Replies were collected and classified. Most letters are now answered from a coded notebook. The replies are broken down into paragraphs and filed under the following 24 classifications:

Table 2. Coded reply categories in notebook for letters of counsel<sup>8</sup>

| <u>Classification</u>             | <u>Sub-paragraphs</u>       |
|-----------------------------------|-----------------------------|
| Acknowledgement                   | 5                           |
| Backsliding                       | 7                           |
| Bad Habits                        | 6                           |
| Communion                         | 3                           |
| Courtship                         | 18                          |
| Catholic                          | 5                           |
| Death                             | 7                           |
| Divorce and Remarriage            | 9                           |
| Doctrines                         | 14                          |
| Encouragement                     | 42                          |
| General                           | 33                          |
| God's Will                        | 9                           |
| Healing                           | 16                          |
| Marriage                          | 39                          |
| Mental-Nerves                     | 19                          |
| Music                             | 4                           |
| Opening and Closings              | 18                          |
| Prayer                            | 3                           |
| Restitution                       | 3                           |
| Salvation                         | 10                          |
| Soul Winning                      | 3                           |
| Teenagers                         | 19                          |
| Water Baptism                     | 4                           |
| Worldliness                       | 23                          |
| <b>TOTALS: 24 Classifications</b> | <b>319</b>                  |
|                                   | <b>Coded Sub-paragraphs</b> |

Each sub-paragraph has a code number. When a letter seeking advise or counsel is received, Colbaugh checks the notebook, writes the code numbers of appropriate paragraphs on the letter and sends it to a typist. The office has five copies of the coded notebook. Each reply is typed individually. If a letter

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<sup>8</sup>Radio Department, Assemblies of God, "Notebook of coded replies for letters of counsel." (Typewritten.)

is received for which there is no answer on file, C. M. Ward answers it. His answer is then added to the notebook.

The 24 classification is carried over into the cataloging of materials in the mail room. Materials available for each of these subjects and additional subjects not included in the notebook are filed together by subject so that they may be reached conveniently by the individual filling the orders.

All literature is filed by a simple code number. Thus a code number on the letter of request is sufficient instruction for the mailing clerk. Mimeographed copies of each week's radio sermon are coded by date and available upon request. All mimeograph and ditto work and a limited amount of folding is done in the mail room.

After letters are coded and monies have been detached, the letters are sent to typists who prepare receipts for all letters. The receipt is four-ply and serves as both a receipt for offerings and a record of literature requested.<sup>9</sup>

The first copy is the official receipt for the donor. The second is the file copy and is dropped behind the donor's card in the contributor's file. The third copy is sent to the bookkeeper and serves as a check on the day's receipts. The total offerings recorded on the receipts must equal the total bank deposit. The fourth copy is a shipping label. This label--which has the code numbers of the material requested typed on the top--is sent to the mail room.

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<sup>9</sup>See Appendix, p. 61, for a copy of the receipt.



Each Sunday night at 10:30 Eastern Standard Time, "Revivaltime" is released live from the studio auditorium in the headquarters building of the Assemblies of God. The auditorium seats 654 persons and broadcasts are open to the public. The broadcast is fed by direct telephone wire to Chicago where it is released and then fed by direct telephone wire to Los Angeles. It is in turn released there and then sent by telephone wire to the Rocky Mountain area.

The live broadcast is 23:55 minutes long. Immediately after the live broadcast a master tape is prepared for the delayed broadcasts. Since this tape must be 29:25 minutes long, the tape is spliced and another song and an additional two and one-half minutes of testimonies added.

When the master tape is completed it is sent by plane or bus to Chicago so that it will arrive no later than 11:00 a.m. Monday. An agency in Chicago makes 240 copies of the master tape and sends these via air mail to the independent stations. These are all in the mail no later than Tuesday morning.

The choir rehearses Monday and Wednesday afternoons on the college campus. On Thursday they rehearse at the studio and the music is tried on mike for production problems and necessary mike adjustments. A dry run of the program is made on Sunday afternoon.

Master tapes of the broadcasts are retained in the tape library. Musical selections recorded during the broadcast are separated on smaller tapes and filed for future use. During the summer months the choir is made up of local residents. Since the summer choir cannot spend the time in practice which the students can during the school year, tapes are often used for some of the broadcast numbers.

The library contains more than 300 taped musical numbers which can be re-used. These are up-dated periodically as better recordings of the same number are available. Included in these are choir numbers, solos, duets, etc.

The Department also maintains a music library. This includes various hymnals and sheet music used by the choir. All numbers arranged for the choir by its director and used on the broadcast are filed. The files also include many arrangements donated by various persons and firms.

Equipment used on the broadcast includes eight mikes, three Ampex records, an Altec Consol, Portable Mixer, Baldwin piano and Hammond organ.

Since going on the ABC network in 1953, "Revivaltime" has been released on 1,200 radio stations. In 1963, the broadcast was released from an average of 434 stations.<sup>10</sup> Approximately 50 of these were foreign outlets.

Following an FCC ruling, determining that member stations could choose not to carry a network program if they wished, a number of ABC stations cancelled "Revivaltime."<sup>11</sup> Stations in New York City, Chicago, Los Angeles, San Francisco and Detroit were among these. "These powerful stations had produced strong financial support. The loss of this support has seriously affected the service and requires a major rebuilding of coverage and financial backing."<sup>12</sup>

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<sup>10</sup>See Appendix, p. 60, for a complete radio log.

<sup>11</sup>T. F. Zimmerman, "Revivaltime Must Have Your Help Now!" The Pentecostal Evangel, 2592:32, January 12, 1964.

<sup>12</sup>Ibid.

The rebuilding process began immediately. "We have regained New York City through WOR. We have also regained somewhat in Los Angeles, through KGER. We are looking for stations in the other major cities."<sup>13</sup>

"Revivaltime's" weekly budget is more than \$10,000.<sup>14</sup> In 1963, 24 per cent of the Assemblies of God churches contributed to "Revivaltime." "About 15 per cent of the budget comes in direct response to the broadcast," Wildon Colbaugh says. "The remaining 85 per cent comes from the churches and in response to our bi-monthly printed letter to our contributors." He emphasized that the bulk of their support comes from appeals made through direct mail.

In November 1963 a Canadian version of "Revivaltime" was released over 10 stations in the Dominion of Canada, in cooperation with the Pentecostal Assemblies of Canada. There are only slight differences between this release and the tape released in the United States. In the Canadian release the broadcast address is P. O. Box 59J, Toronto, Canada. A statement that "Revivaltime" is released in cooperation with the Pentecostal Assemblies of Canada is included. All mail sent to the Canadian address is processed and then sent to Springfield for answering.

"Voice of Truth," a radio broadcast produced by Paul Demetrus, Assemblies of God missionary, is an associate broadcast of

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<sup>13</sup>Zimmerman, op. cit., p. 32.

<sup>14</sup>Interview with C. T. Beem, January 28, 1964.

"Revivaltime." This broadcast is in the Russian and Ukranian languages and is beamed behind the Iron Curtain. "Voice of Truth" has an estimated audience of six million.<sup>15</sup> The choir is made up of Russian refugees. Twenty half-hour releases are made over the facilities of the Far East Broadcasting Company each week.<sup>16</sup> In addition a daily program is broadcast to Australia and New Zealand. "Though our mail response is understandably small from behind the Iron Curtain, we had quick response from the Russians in Australia."<sup>17</sup> As of January 18, 1964, the "Voice of Truth" was broadcasting 34 half-hour releases weekly.<sup>18</sup>

The Radio Department does not give financial assistance to the "Voice of Truth," but it does assist in promoting the broadcast.<sup>19</sup>

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<sup>15</sup>Radio Department, Assemblies of God, "Revivaltime Tenth Anniversary," 1964, p. 5. (Pamphlet.)

<sup>16</sup>Paul Demetrus, "Radio Reaches Russia," The Pentecostal Evangel, April 28, 1963, 2555, p. 8.

<sup>17</sup>Ibid., p. 9.

<sup>18</sup>Letter from Paul Demetrus to J. Philip Hogan, January 18, 1964.

<sup>19</sup>Interview with Wildon Colbaugh, March 27, 1964.



## THE RADIO AUDIENCE

No real analysis has ever been made of the audience of "Revivaltime." The Walter Bennett Agency in Chicago estimates the United States audience at more than 12 million. There are only indications as to what type of people comprise this 12 million.

"I believe and I think the readers--those who open the mail--would agree that much of our correspondence comes from pensioners, elderly people and middle-aged persons who are confined because of illness," Wildon Colbaugh, publicity director, said.

An article in the denominations weekly magazine in October 1963 read, "Students from more than 170 different campuses in 41 states and 9 foreign countries have written letters of gratitude for 'Revivaltime's' ministry."<sup>1</sup>

Letters have been received from ministers representing forty-eight denominations. Mail has been received from 74 different countries.<sup>2</sup>

Business and professional persons have written to "Revivaltime!"

"Revivaltime" is our favorite program. C. M. Ward preaches with a punch and conviction that no other program has.-- Walter Block, Sr., president, Quaker Industries, Inc.<sup>3</sup>

<sup>1</sup>Virginia Couch, "College Students Are Helped by Listening to Revivaltime," The Pentecostal Evangel, October 6, 1963, 2578:24.

<sup>2</sup>Radio Department, Assemblies of God, Radio Reaches America and the World.

<sup>3</sup>Virginia Couch, "Business and Professional People Commend Revivaltime," The Pentecostal Evangel, May 10, 1964, 2609:10.

'Revivaltime' has attained a position of distinguished and undisputed leadership in the gospel broadcasting world. It has pointed countless men and women to the Lord Jesus Christ. -- Eugene R. Bertermann, president, National Religious Broadcasters, Inc.<sup>4</sup>

To learn of the remarkable effort put forth by those producing the widespread 'Revivaltime' broadcast--from the energetic and cogent messages of Brother Ward to the compelling songs proclaiming the good news--is to realize that gratitude to our Heavenly Father should be expressed with thankfulness for the zeal of fellow Christians. -- Rogert E. Leonhardt, Premier Film and Recording Corp.<sup>5</sup>

I am enjoying your sermons more each week. Keep up the good work. -- Wayne Gilley, mayor, Lawton, Oklahoma.<sup>6</sup>

'Revivaltime' has no church barriers. I have found people from all denominations listening very attentively and regularly to this outstanding broadcasting of the full gospel of Jesus Christ. -- E. S. Christoffersen, president, Christoffersen Poultry, Egg and Feed Market, Turlock, California.<sup>7</sup>

I have long kept track of 'Revivaltime' and hear it on every possible occasion over the ABC radio network. I appreciate the full-gospel message in sermon and song as well as the spirit of this national broadcast. If we could have more programs of this type, based on our Christian heritage, it would not be necessary for us to testify as often as we do before the Interstate and Foreign Commerce Committee of the House of Representatives toward slanted documentaries and nondiversified editorializing from one particular point of view. -- Durward G. Hall, Missouri representative to the U. S. Congress.<sup>8</sup>

Numerous persons write to "Revivaltime" requesting prayer for sickness, salvation, domestic problems and counseling for personal problems.

I asked you to pray that my son would get a job when he came home from the service. I am glad to report that

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<sup>4</sup>"Business and Professional People Commend Revivaltime," op. cit., p. 10.

<sup>5</sup>Ibid.

<sup>6</sup>Ibid.

<sup>7</sup>Ibid.

<sup>8</sup>Ibid.

he got a job in the field for which he was trained in the service. -- A minister, Abilene, Kansas.<sup>9</sup>

We enjoy the anointed preaching and singing so much.  
-- A woman, Colorado.<sup>10</sup>

I tuned in your radio program tonight and was very happy to hear you again. My dad is an Assemblies of God minister, but I had lost touch with my Saviour. However, last night I gave my heart to Him again. -- Private K. R. Hazel, Fort Sill, Oklahoma.<sup>11</sup>

Since moving to Chicago several months ago, my wife and I have listened to your radio program every week. Your messages are so filled with the Holy Spirit that even I, an unsaved man, do not hesitate to kneel at your radio altar with my wife. I would give anything to know and accept Christ as you have. Pray for me. -- T.A.R., Chicago, Illinois.<sup>12</sup>

Many letters are also received from the overseas audience of "Revivaltime."

We hear you over TIFC here in San Jose. I should like to thank you for the spiritual nourishment and refreshment we receive weekly through the ministry of your broadcast.  
-- A missionary, Central American Mission, Costa Rica.<sup>13</sup>

Your program and your singing together with your anointed sermons are surely a blessing to my heart. It is

<sup>9</sup>Virginia Couch, "Many Find Employment in Answer to Prayer," The Pentecostal Evangel, February 16, 1964, 2597:16.

<sup>10</sup>Radio Department, "Revivaltime Sends Gospel Where Others Cannot Go," The Pentecostal Evangel, December 29, 1963, 2590:14.

<sup>11</sup>Radio Department, "When God Answers Prayer We Owe Him Praise," The Pentecostal Evangel, November 17, 1963, 2584:17.

<sup>12</sup>Radio Department, "Revivaltime Church Sign Links Local Church to Worldwide Radio Crusade," The Pentecostal Evangel, January 12, 1964, 2592:20.

<sup>13</sup>Virginia Couch, "Revivaltime Listeners Ask Help to Solve Personal Problems," The Pentecostal Evangel, May 3, 1964, 2608:24.

my regular habit to tune in 'Revivaltime' . . . . on Sunday mornings your program is heard by almost every one of my neighbors. -- Motilal Rattan, Trinidad, West Indies.<sup>14</sup>

I do not attend Sunday worship very often because of my baby. But I look forward to your service every Sunday morning. -- A woman, St. James, Trinidad.<sup>15</sup>

We recently discovered your program on a Taiwanese radio station here in Taipei, Taiwan. The music is heartwarming and your messages clear and straight. We thank you for this. -- C.F.S., Taiwan.<sup>16</sup>

Today is Sunday. I was fortunate to listen to your message. It came over the air from Manila. The talk and singing were inspiring. -- C.R.M., Rangoon, Burma.<sup>17</sup>

A survey of "Revivaltime's" contributors indicates that many of the radio audience do not attend Assemblies of God churches. The mailing list was broken down by districts and divided between cities with Assemblies of God churches and cities in which there are no Assemblies of God churches. The results are as follows:

Table 3. Contributors to Revivaltime<sup>18</sup>  
(Assemblies and non-Assemblies)

| <u>Districts</u>  | <u>Cities<br/>With A/G<br/>Churches</u> | <u>Cities with no<br/>A/G Church<br/>but personal<br/>contributors</u> |
|-------------------|---|--|
| Alabama .....     | 167 .....                               | 47   |
| Alaska .....      | 31 .....                                | 21   |
| Appalachian ..... | 66 .....                                | 184  |
| Arizona .....     | 59 .....                                | 27   |

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<sup>14</sup>Ibid.

<sup>15</sup>Virginia Couch, "Listeners in Foreign Lands Helped by Revivaltime," The Pentecostal Evangel, February 23, 1964, 2598:16.

<sup>16</sup>Ibid., p. 17.

<sup>17</sup>Ibid.

<sup>18</sup>Revivaltime Reaches America and the World, op. cit.



|                           |              |              |
|---------------------------|--------------|--------------|
| Arkansas .....            | 284          | 43           |
| Eastern .....             | 221          | 545          |
| Georgia .....             | 100          | 38           |
| Hawaii .....              |              | 8            |
| Illinois .....            | 177          | 310          |
| Indiana .....             | 121          | 114          |
| Kansas .....              | 138          | 193          |
| Kentucky .....            | 53           | 93           |
| Louisiana .....           | 102          | 48           |
| Michigan .....            | 144          | 183          |
| Minnesota .....           | 123          | 240          |
| Mississippi .....         | 72           | 36           |
| Montana .....             | 58           | 110          |
| Nebraska .....            | 72           | 195          |
| New Jersey .....          | 115          | 110          |
| New Mexico .....          | 62           | 23           |
| New York .....            | 142          | 335          |
| North Carolina .....      | 68           | 93           |
| North Dakota .....        | 48           | 107          |
| North Texas .....         | 318          | 33           |
| N. California-Nevada ...  | 252          | 85           |
| No. New England .....     | 55           | 233          |
| Northwest .....           | 205          | 114          |
| Ohio .....                | 137          | 236          |
| Oklahoma .....            | 323          | 52           |
| Oregon .....              | 168          | 75           |
| Potomac .....             | 150          | 245          |
| Rocky Mountain .....      | 103          | 65           |
| South Carolina .....      | 39           | 28           |
| South Dakota .....        | 45           | 173          |
| South Florida .....       | 112          | 64           |
| South Texas .....         | 152          | 28           |
| So. California .....      | 208          | 48           |
| Southern Idaho .....      | 51           | 20           |
| Southern Missouri .....   | 263          | 153          |
| So. New England .....     | 62           | 196          |
| Tennessee .....           | 75           | 63           |
| West Central .....        | 192          | 247          |
| West Florida .....        | 65           | 8            |
| West Texas .....          | 105          | 13           |
| Wisconsin-No. Michigan .  | 128          | 129          |
| Wyoming .....             | 14           | 27           |
| <b>TOTAL CITIES .....</b> | <b>5,645</b> | <b>5,440</b> |

It is interesting to note that the 45,000 contributors to "Revivaltime" are split nearly 50-50 between residents of cities

in which there are Assemblies of God churches and those in cities  
in which there are no Assemblies of God churches.

## COMMUNICATION WITH THE RADIO AUDIENCE

To encourage response from its audience "Revivaltime" usually makes a monthly radio offer. This takes two forms. Each radio sermon is offered weekly in mimeograph form. Secondly, nearly every month a small book, bulletin or occasionally some other item is offered. All of these are free upon request.

The books are written by Speaker C. M. Ward and deal with Christian living, testimonials, current events, etc. Titles of some are Arthur Godfrey Made Me A Preacher, Evidence of the Holy Spirit Today, Heaven, Life's Greatest Questions, Five Times Reprieved, The Silent Speak and Tragedy of Mixed Marriages.

These books are carried in stock and may be purchased at twenty-five cents per copy--after the radio offer expires. Currently the Radio Department has an inventory of 26 such books.

Other special offers have included a reproduction of a religious painting, a map and a bookmark. Radio offers, other than the mimeographed sermons, are not made every month. Little difference in response has been noted during the months when no special offer was made.<sup>1</sup>

Annually C. M. Ward's radio sermons are compiled in a hard-cover book, entitled Revivaltime Pulpit. These volumes sell for \$3.95 each and contain the 52 sermons broadcast during the year.

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<sup>1</sup>Interview with Wildon Colbaugh, March 25, 1964.

As an incentive for church participation in the support of "Revivaltime," a free copy is sent to the pastor of every church contributing to the broadcast during the year. The 1964 volume was number seven in the series.

Each month a printed, two-color letter is mailed to "Revivaltime's" contributors list.<sup>2</sup> The letter, measuring 10½ by 6½, is folded and has four pages. It contains a letter from C. M. Ward and reports and news about "Revivaltime." Each letter follows a similar format. The object is to keep the letter simple. It is felt that elaborate mailings would have a negative response--contributors might feel that since "Revivaltime" could waste money on a fancy mailing that it did not need their offering.<sup>3</sup>

The letter has a dual objective. First, it provides information about the radio offer of the month and news about "Revivaltime." Second, it is hoped that the letter will serve as an incentive to the recipient to respond with an offering.<sup>4</sup>

Enclosed in the letter is a postage paid business reply envelope. The letter is printed in black and one color, which is matched on the mailing envelope. The return envelope gives space for name, address, indication of church to be credited for the offering, a blank check and, on the inside flap, space for an appeal.

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<sup>2</sup>See Appendix, p. 63, for a sample copy.

<sup>3</sup>Interview with Wildon Colbaugh, March 25, 1964.

<sup>4</sup>Ibid.

This printed letter is mailed to approximately 45,000 persons. The mailing list is compiled from those who have donated to "Revivaltime" or who have purchased material from the Department.

Duplicates of receipts are filed behind the individual's card in the file of contributors. If a person does not give an offering for two years, his name is dropped from the list. This is done quarterly. Approximately 20,000 old names are dropped and 20,000 new names added each year.<sup>5</sup>

A test survey is being made to determine if it would be worthwhile to leave names of those who have not given for two years on the list for an additional year. Sections of California, Pennsylvania and Kansas were chosen for the test. Tabulation is being kept of those persons who are responding to the mailings sent during the third year. It was felt that a two per cent response would pay for the mailing of these additional letters. At the end of six months, records showed that there had been a five per cent response. This is still under consideration but may influence whether names are retained on the list longer than two years if they do not respond.<sup>6</sup>

In addition to the printed letter sent to the list of personal contributors, a number of other letters are mailed monthly.

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<sup>5</sup>Interview with C. T. Beem, January 28, 1964.

<sup>6</sup>Ibid.



A printed one-page letter with C. M. Ward's signature is enclosed with each receipt for an offering of less than \$25.00. Approximately 6,000 of these letters are mailed each month.

For large offerings--\$25.00 or more--an individually typed letter is enclosed with the receipt. The content of this letter differs somewhat from the general receipt letter. However, the fifty letters sent to large contributors each month are identical.

Churches contributing to "Revivaltime" receive a printed letter from the Secretary of Radio, Lee Schultz. More than 1,800 of these letters are mailed monthly. Schultz also sends a quarterly report and letter to the 3,000 churches on "Revivaltime's" list of contributors.

Those writing in requesting information or printed material are sent a non-contributor's letter. This contains general information and is printed. The letter is changed monthly.

Contact with the audience is also attempted through the district offices of the Assemblies of God and local ministers. In 1961, 28,745 names of those writing to "Revivaltime" for the first time, were referred back to the local churches through the district offices.<sup>7</sup>

A large percentage of these names represent good prospects for the local churches. Often a person who writes to 'Revivaltime' needs and is hungry for spiritual help and guidance. He probably would welcome a chance to visit with someone from one of our churches.<sup>8</sup>

Sending the names through the district offices is done because in many cities there is more than one Assemblies of God

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<sup>7</sup>D. V. Hurst, "Back of the Mike," Keep Revivaltime Advancing, November 1962, p. 15.

<sup>8</sup>Ibid.

church. It is felt that the district can better divide the names among the churches according to locality. Recently, however, this has proved to be a bottleneck. Therefore, in some instances where a particular church supports the broadcast for the area, the Department has sent the names directly to that church.<sup>9</sup>

Personal appearances of the "Revivaltime" staff are another means of communication. In addition to the Field Representative Stan Michael, the soloist, speaker and secretary of radio also travel extensively. The following is a report of personal appearances made by the staff over a three year period:

Table 4. Personal appearances made by "Revivaltime" staff<sup>10</sup>

|                 | 1961          |             | 1962          |             | 1963          |             |
|-----------------|---------------|-------------|---------------|-------------|---------------|-------------|
| <u>District</u> | <u>Person</u> | <u>Time</u> | <u>Person</u> | <u>Time</u> | <u>Person</u> | <u>Time</u> |
| Alabama         | --            |             | Hurst         | 2           | Ward          | 8           |
|                 | --            |             | Michael       | 14          | --            |             |
| Appalachian     | Ward          | 2           | Ward          | 4           | Ward          | 4           |
|                 | Michael       | 9           | --            |             | Robbins       | 10          |
| Arizona         | Ward          | 1           | Ward          | 12          | --            |             |
|                 | Michael       | 8           | --            |             | --            |             |
| Arkansas        | Michael       | 2           | Ward          | 7           | Ward          | 6           |
|                 | --            |             | Michael       | 5           | Robbins       | 16          |
|                 | --            |             | Robbins       | 3           | --            |             |
| Eastern         | Michael       | 6           | Ward          | 2           | Ward          | 21          |
|                 | --            |             | Hurst         | 12          | Michael       | 8           |
|                 | --            |             | Michael       | 4           | --            |             |
| Illinois        | Ward          | 9           | Ward          | 16          | Ward          | 10          |
|                 | --            |             | --            |             | Michael       | 1           |
|                 | --            |             | --            |             | Robbins       | 4           |
| Indiana         | --            |             | Ward          | 16          | Ward          | 3           |
|                 | --            |             | --            |             | Michael       | 30          |
|                 | --            |             | --            |             | Robbins       | 4           |

<sup>9</sup>Interview with C. T. Beem, January 28, 1964.

<sup>10</sup>Radio Department, Assemblies of God, "Annual Manual - 1963," 1964. (Mimeographed.)

| <u>District</u>    | <u>Person</u> - <u>Time</u> | <u>Person</u> - <u>Time</u> | <u>Person</u> - <u>Time</u> |
|--------------------|-----------------------------|-----------------------------|-----------------------------|
| Kansas             | Ward 5                      | Ward 3                      | Ward 5                      |
|                    | --                          | --                          | Robbins 6                   |
| Kentucky           | --                          | --                          | Michael 3                   |
| Michigan           | Ward 2                      | Ward 1                      | Michael 6                   |
|                    | Hurst 19                    | --                          | --                          |
| Minnesota          | Ward 8                      | Ward 5                      | Ward 7                      |
|                    | --                          | --                          | Hurst 1                     |
| Oklahoma           | Ward 13                     | Ward 1                      | Ward 2                      |
|                    | Michael 3                   | Hurst 2                     | --                          |
|                    | --                          | Robbins 1                   | --                          |
| Potomac            | Ward 8                      | Ward 1                      | Ward 5                      |
|                    | --                          | --                          | Hurst 10                    |
|                    | --                          | --                          | Michael 7                   |
| Rocky Mountain     | Ward 8                      | Ward 1                      | --                          |
| South Carolina     | Ward 3                      | --                          | --                          |
| South Dakota       | Ward 5                      | Ward 3                      | Ward 1                      |
|                    | Hurst tour                  | Hurst 2                     | --                          |
| So. Florida        | --                          | Ward 3                      | Hurst 7                     |
| South Texas        | Ward 5                      | Ward 5                      | Ward 10                     |
|                    | --                          | Hurst 11                    | --                          |
| S. California      | Ward 3                      | Ward 14                     | Ward 5                      |
|                    | --                          | Hurst 13                    | Hurst 7                     |
|                    | --                          | --                          | Robbins 7                   |
| So. Idaho          | --                          | Hurst 4                     | --                          |
| So. Missouri       | Ward 15                     | Ward 29                     | Ward 31                     |
|                    | Hurst 7                     | Hurst 3                     | Hurst 9                     |
|                    | --                          | Michael 6                   | Michael 4                   |
|                    | --                          | Robbins 27                  | Robbins 14                  |
| So. New England    | --                          | Michael 2                   | --                          |
| Tennessee          | Ward 2                      | Ward 1                      | Ward 1                      |
|                    | --                          | --                          | Michael 4                   |
| West Central       | Ward 17                     | Ward 4                      | Ward 2                      |
|                    | --                          | Hurst 3                     | --                          |
| West Florida       | --                          | Ward 6                      | --                          |
|                    | --                          | Hurst 5                     | --                          |
|                    | --                          | Michael 30                  | --                          |
| West Texas         | Ward 5                      | Ward 9                      | Ward 6                      |
| Wisconsin-N. Mich. | Ward 1                      | Ward 3                      | Ward 4                      |
|                    | --                          | --                          | Hurst 2                     |
| Wyoming            | Ward 1                      | Hurst 5                     | Ward 2                      |
| Canada             | --                          | --                          | Ward 5                      |
|                    |                             |                             | Hurst 3                     |
| Hawaii             | Ward 1                      | Hurst 5                     | Ward 5                      |
|                    | --                          | --                          | Hurst 5                     |
| <b>TOTALS</b>      | <b>168</b>                  | <b>305</b>                  | <b>311</b>                  |

## Summary

|                              | 1961          | 1962      | 1963      |
|------------------------------|---------------|-----------|-----------|
| C. M. Ward, Speaker          | 114           | 146       | 143       |
| Stan Michael, Representative | 28            | 61        | 63        |
| D. V. Hurst, Secretary       | 26            | 67        | 44        |
| Lee Robbins, Soloist         | <u>      </u> | <u>31</u> | <u>61</u> |
| Grand Totals:                | 168           | 305       | 311       |

Some of this travel is in connection with originations of the broadcast from local churches. These originations are sometimes preceded by a series of meetings. The radio speaker, narrator, producer, choir director and sometimes the soloist are present for the origination. A choir is recruited from local church members and participates in the broadcast.

The Revivaltime choir also makes personal appearances on behalf of the broadcast. During the 1963-64 school year the choir made the following appearances:

Table 5. "Revivaltime" choir tours<sup>11</sup>

Fall Tour

|             |                         |
|-------------|-------------------------|
| November 26 | Sikeston, Missouri      |
| November 27 | Birmingham, Alabama     |
| November 28 | Montgomery, Alabama (2) |
| November 29 | Columbus, Mississippi   |
| November 30 | Dyersburg, Tennessee    |
| December 1  | Poplar Bluff, Missouri  |
| February 4  | Bolivar, Missouri       |
| March 26    | Ava, Missouri           |

Spring Tour

|          |                        |
|----------|------------------------|
| April 11 | Lee's Summit, Missouri |
| April 12 | Council Bluffs, Iowa   |

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<sup>11</sup>"Annual Manual," op. cit.

|       |    |                         |
|-------|----|-------------------------|
| April | 13 | Sioux City, Iowa        |
| April | 14 | Sioux City, Iowa        |
|       |    | Sioux Falls, So. Dakota |
| April | 15 | Aberdeen, So. Dakota    |
| April | 16 | Rapid City, So. Dakota  |
| April | 17 | Huron, So. Dakota       |
| April | 18 | Mason City, Iowa        |
| April | 19 | Des Moines, Iowa        |
| April | 21 | Marshall, Missouri      |

In the summer of 1963 the choir made its second month long summer tour. Beginning May 24 and ending June 23 the choir visited Illinois, Indiana, Ohio, Pennsylvania, New York, New Jersey, Connecticut, Massachusetts, Maine, New Brunswick, Canada, Quebec, Ontario and Missouri.

To provide a connecting link between the local Assemblies of God church and "Revivaltime" a sign, suitable for outdoor display, is sent to each church supporting the broadcast. The sign reads: Our Church Supports Revivaltime, International Radio Crusade (of the) Assemblies of God. At the close of the broadcast the narrator "invites the listener to visit the church with the 'Revivaltime' sign."<sup>12</sup> The local church is encouraged to buy a thirty second spot announcement, following the broadcast, to publicize its services

A number of foreign crusades have been conducted by the "Revivaltime" staff. In 1963 C. M. Ward addressed crowds up to 18,000 in Belem, Brasilia, Rio Janeiro, Sao Paulo and other Brazilian cities. He has also conducted crusades in British Guiana, Trinidad, Hawaii, Australia, Canada and Europe.<sup>13</sup>

A Prayer Partner's Fellowship has been formed. Each month members are sent copies of urgent prayer requests that are mailed

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<sup>12</sup>"Revivaltime Church Sign," op. cit., p. 20.

<sup>13</sup>Radio Department, "C. M. Ward," News release data sheet, n. d. (Mimeographed.)



in by the radio audience. In November, a World Prayer Meeting is conducted following one of the month's broadcasts. Local churches are asked to form prayer groups and join the broadcast audience in praying at the same hour. Requests for this service are solicited beforehand and distributed to the various groups. In 1963, 919 organized prayer groups participated, 36,362 individuals and more than 22,000 prayer requests were received.<sup>14</sup>

Prayer requests for the prayer service were compiled up to the Friday before the prayer meeting. The names of individuals requesting prayer and summaries of their needs, were mailed to the prayer groups so each person praying would have a page of requests. Requests for help covered all kinds of sicknesses, mental, spiritual and physical problems, and needs for employment.<sup>15</sup>

Six long playing records have been recorded by the "Revivaltime" Choir by Word Records. They are:

Table 6. "Revivaltime choir records."<sup>16</sup>

| <u>Title</u>                        | <u>Cost</u> |        |
|-------------------------------------|-------------|--------|
| Music of the Pentecostal Churches   | HiFi        | \$3.98 |
| Revivaltime Around the World        | Stereo      | 4.98   |
|                                     | HiFi        | 3.98   |
| Let Everybody Sing                  | Stereo      | 4.98   |
|                                     | HiFi        | 3.98   |
| Revivaltime Choir Featuring         | Stereo      | 4.98   |
| Lee Robbins                         | HiFi        | 3.98   |
| Revivaltime Devotions by C. M. Ward | Stereo      | 4.98   |
| Lord of Glory                       | HiFi        | 3.98   |
|                                     | HiFi        | 3.98   |
|                                     | Stereo      | 4.98   |

"We have had fair response on the records, though nothing phenomenal. The first records made only brought us loss. We do much better now in view of the improved set-up with Word."<sup>17</sup>

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<sup>14</sup>Radio Department, Assemblies of God, "Prayer Meeting Results Already Being Reported," The Pentecostal Evangel, January 19, 1964, 2593:20-21.

<sup>15</sup>Ibid.

<sup>16</sup>Radio Department, Revivaltime Choir on Word Records. (Leaflet.)

<sup>17</sup>Letter from Wildon Colbaugh to Author, May, 1964.

## COMMUNICATION RECEIVED FROM THE RADIO AUDIENCE

During the ten years that "Revivaltime" has been on the ABC network, it has received more than 1,150,000 pieces of mail from 74 countries.

These have included testimonies of salvation, healing, provision for work, baptism of the Holy Spirit and for spiritual guidance. Others contain prayer requests, offerings, and many tell of heartbreaking personal problems and ask for counsel and instruction.<sup>1</sup>

The Radio Department receives 11,000 letters monthly.

These are divided into permit mail, white mail, transfer from Central Mailing Department, and mail from non-contributors. Permit mail refers to those received in business reply envelopes sent out in the monthly printed letter to contributors. This gives an indication of the percentage of response.

Mail which comes in personal stationery envelopes is considered white mail. Offerings sent in with multiple offering forms--provided by the headquarters offices--are referred to as transfer mail. These multiple offering forms often include offerings for other Assemblies of God projects and therefore are handled by the Central Mail Department. Letters containing no contributions are non-contributors letters.

For the last five years "Revivaltime" has received more than 100,000 letters each year. Response to the monthly printed letter accounts for much of this mail.

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<sup>1</sup>Radio Department, Assemblies of God, Revivaltime Tenth Anniversary, 1964.

Table 7. Five year comparative report of mail response<sup>2</sup>

| <u>Year</u>        | <u>Returns</u> | <u>Average Returns</u><br><u>Per Month</u> |
|--------------------|----------------|--|
| (Permit Mail)      |                |  |
| 1959               | 52,877         | 4,406                                      |
| 1960               | 55,200         | 4,600                                      |
| 1961               | 54,166         | 4,513                                      |
| 1962               | 58,272         | 4,856                                      |
| 1963               | 49,158         | 4,096                                      |
| (White Mail)       |                |  |
| 1959               | 57,367         | 4,780                                      |
| 1960               | 45,491         | 3,791                                      |
| 1961               | 52,839         | 4,403                                      |
| 1962               | 47,703         | 3,975                                      |
| 1963               | 39,241         | 3,270                                      |
| (Transfer)         |                |  |
| 1959               | 15,904         | 1,325                                      |
| 1960               | 17,020         | 1,418                                      |
| 1961               | 17,145         | 1,428                                      |
| 1962               | 17,667         | 1,472                                      |
| 1963               | 18,261         | 1,522                                      |
| (Non-Contributors) |                |  |
| 1959               | 1,463          | 122  |
| 1960               | 1,199          | 100  |
| 1961               | 1,164          | 97   |
| 1962               | 915            | 76   |
| 1963               | 651            | 54   |
| (TOTALS)           |                |  |
| 1959               | 127,611        | 10,634                                     |
| 1960               | 118,910        | 9,909                                      |
| 1961               | 125,314        | 10,442                                     |
| 1962               | 124,557        | 10,379                                     |
| 1963               | 107,311        | 8,943                                      |
| <u>Grand Total</u> | 603,703        | 10,061                                     |

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<sup>2</sup>"Annual Manual - 1963," op. cit.

The response to the monthly printed letter to personal contributors have averaged 10.39 per cent during the past five years. A total of 2,594,163 letters were mailed and 269,673 responses received.

Table 8. Response to monthly printed letter<sup>3</sup>

| <u>Year</u> | <u>Pieces Mailed</u> | <u>Returns</u> | <u>Monthly Average</u> | <u>Percentage of Returns</u> |
|-------------|----------------------|----------------|------------------------|------------------------------|
| 1959        | 530,354              | 52,877         | 4,406                  | 9.97%                        |
| 1960        | 505,524              | 55,200         | 4,600                  | 10.91                        |
| 1961        | 505,832              | 54,166         | 4,513                  | 10.70                        |
| 1962        | 525,231              | 58,272         | 4,856                  | 11.09                        |
| 1963        | 527,222              | 49,158         | 4,096                  | 9.32                         |
| Total:      | 2,594,163            | 269,673        | --                     | 10.39%                       |

Church giving increased to 28 per cent in 1963. Of the 8,302 churches a total of 1,990 contributed to the support of "Revivaltime."

Table 9. Church support of "Revivaltime" in 1963<sup>4</sup>

| <u>District</u> | <u>Total Churches</u> | <u>Number Giving</u> | <u>Percentage Giving</u> |
|-----------------|-----------------------|----------------------|--------------------------|
| Alabama         | 281                   | 43                   | 15.3%                    |
| Alaska          | 35                    | 10                   | 30.0                     |
| Appalachian     | 71                    | 18                   | 25.3                     |
| Arizona         | 102                   | 20                   | 20.3                     |
| Arkansas        | 441                   | 70                   | 16.0                     |
| Eastern         | 243                   | 95                   | 39.3                     |
| Georgia         | 138                   | 13                   | 9.6                      |
| Hawaii          | 25                    | 1                    | 6.0                      |
| Illinois        | 223                   | 65                   | 29.2                     |
| Indiana         | 165                   | 55                   | 33.6                     |
| Kansas          | 160                   | 54                   | 33.9                     |
| Kentucky        | 64                    | 7                    | 9.7                      |
| Louisiana       | 156                   | 25                   | 16.0                     |

<sup>3</sup>"Annual Manual - 1963," op. cit.

<sup>4</sup>Ibid.

| <u>District</u>               | <u>Total<br/>Churches</u> | <u>Number<br/>Giving</u> | <u>Percentage<br/>Giving</u> |
|-------------------------------|---------------------------|--------------------------|------------------------------|
| Michigan                      | 176                       | 66                       | 37.9                         |
| Minnesota                     | 137                       | 63                       | 46.1                         |
| Mississippi                   | 98                        | 10                       | 10.6                         |
| Montana                       | 58                        | 21                       | 37.2                         |
| Nebraska                      | 80                        | 46                       | 58.3                         |
| New Jersey                    | 97                        | 53                       | 54.7                         |
| New Mexico                    | 96                        | 13                       | 14.4                         |
| New York                      | 166                       | 65                       | 39.3                         |
| N. Carolina                   | 83                        | 31                       | 38.4                         |
| N. Dakota                     | 48                        | 23                       | 47.9                         |
| N. Calif. & Nev.              | 342                       | 96                       | 28.3                         |
| N. New England                | 59                        | 14                       | 25.2                         |
| N. Texas                      | 549                       | 68                       | 12.4                         |
| Northwest                     | 262                       | 87                       | 33.2                         |
| Ohio                          | 176                       | 66                       | 37.7                         |
| Oklahoma                      | 478                       | 46                       | 9.6                          |
| Oregon                        | 192                       | 56                       | 29.4                         |
| Peninsular Florida            | 184                       | 34                       | 18.8                         |
| Potomac                       | 191                       | 70                       | 36.7                         |
| Rocky Mountain                | 127                       | 45                       | 35.4                         |
| S. Carolina                   | 63                        | 11                       | 17.4                         |
| S. Dakota                     | 52                        | 25                       | 49.1                         |
| S. Texas                      | 282                       | 45                       | 15.9                         |
| S. California                 | 400                       | 97                       | 24.2                         |
| S. Idaho                      | 56                        | 11                       | 19.7                         |
| S. Missouri                   | 373                       | 107                      | 28.7                         |
| S. New England                | 69                        | 28                       | 40.5                         |
| Tennessee                     | 104                       | 26                       | 25.8                         |
| West Central                  | 223                       | 72                       | 32.6                         |
| W. Florida                    | 149                       | 15                       | 10.0                         |
| West Texas                    | 138                       | 17                       | 12.4                         |
| Wis. and N. Michigan          | 131                       | 62                       | 47.7                         |
| Wyoming                       | <u>32</u>                 | <u>11</u>                | <u>34.8</u>                  |
| TOTAL                         | 7,775                     | 1,976                    | 25.4                         |
| Foreign Branches <sup>5</sup> | <u>527</u>                | <u>14</u>                | <u>2.6</u>                   |
| GRAND TOTAL                   | 8,302                     | 1,990                    | 28.0%                        |

Many letters are received from overseas listeners. The broadcast is released over 51 foreign outlets. A survey in 1961

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<sup>5</sup>Churches of the Foreign Language Branches of the Assemblies of God. These are located in the United States.



showed a total of 1,349 letters received during that year and total offerings of \$15,034.67.

Table 10. Foreign mail and offering response - 1961<sup>6</sup>

| <u>Country</u>       | <u>Number of<br/>Correspondents</u> | <u>Offerings</u> |
|----------------------|-------------------------------------|------------------|
| Africa               | 6                                   | \$ 52.76         |
| Asia:                |                                     |                  |
| India                | 5                                   | 78.00            |
| China                | 1                                   | 20.00            |
| Australia            | 4                                   | 43.82            |
| British Isles:       |                                     |                  |
| England              | 8                                   | 21.53            |
| Ireland              | 4                                   | 19.75            |
| Scotland             | 1                                   | 10.00            |
| British West Indies: |                                     |                  |
| Anguilla             | 1                                   | 2.00             |
| Bahama Islands       | 31                                  | 391.25           |
| Barbados             | 10                                  | 47.00            |
| Bermuda              | 22                                  | 167.00           |
| Jamaica              | 27                                  | 95.00            |
| Leeward Island       | 1                                   | 2.00             |
| Puerto Rico          | 1                                   | --               |
| St. Kitts            | 1                                   | 1.00             |
| Tobago               | 4                                   | 31.00            |
| Trinidad             | 40                                  | 1,149.00         |
| Virgin Islands       | 7                                   | 126.25           |
| Canada:              |                                     |                  |
| Alberta              | 168                                 | 2,164.07         |
| British Columbia     | 140                                 | 3,651.01         |
| Manitoba             | 41                                  | 748.07           |
| New Brunswick        | 37                                  | 286.48           |
| Newfoundland         | 379                                 | 1,502.00         |
| Ontario              | 264                                 | 254.38           |
| Quebec               | 15                                  | 166.48           |
| Saskatchewan         | 45                                  | 165.05           |
| Nova Scotia          | 37                                  | 264.35           |
| Canadian Churches    | 6                                   | 2,874.15         |

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<sup>6</sup>Compiled from the files of the Radio Department, Assemblies of God.

| <u>Country</u>   | <u>Number of<br/>Correspondents</u> | <u>Offerings</u> |
|------------------|-------------------------------------|------------------|
| Central America: |                                     |                  |
| El Salvador      | 1                                   | \$ 277.81        |
| Europe:          |                                     |                  |
| Denmark          | 1                                   | 3.00             |
| Finland          | 1                                   | 1.00             |
| France           | 1                                   | 8.00             |
| Holland          | 4                                   | 21.00            |
| Norway           | 1                                   | 13.00            |
| Sweden           | 2                                   | 13.00            |
| Switzerland      | 1                                   | 2.30             |
| Japan            | 1                                   | 20.00            |
| Lebanon          | 1                                   | 21.10            |
| Mexico           | 2                                   | 20.00            |
| New Zealand      | 2                                   | 30.13            |
| Philippines      | 5                                   | 105.34           |
| South America:   |                                     |                  |
| Brazil           | 2                                   | 55.00            |
| British Guiana   | 17                                  | 100.59           |
| Peru             | <u>1</u>                            | <u>10.00</u>     |
| TOTALS           | 1,349                               | \$15,034.67      |

## SUMMARY

"Revivaltime," radio voice of the General Council of the Assemblies of God, Springfield, Missouri, had its beginning in 1946. At that time "Sermons in Song"--predecessor of "Revivaltime"--was released over 72 stations. It was a fifteen minute program. In 1963 "Revivaltime" had become an inter-national program one-half hour in length.

From a few gospel songs and an extemporaneous sermon the broadcast has become a minutely planned half-hour broadcast. The script is completely written and a dry run is made of each program. The staff of "Revivaltime" and the Radio Department now includes an executive director, secretary of radio, radio speaker, office manager, field representative, publicity director, choir director, soloist, more than 22 clerical workers, a choir and musicians.

Formerly taped in an auditorium at Central Bible Institute, "Revivaltime" is now released from a modern fully-equipped studio at the headquarters offices of the Assemblies of God at 1445 Boonville, Springfield, Missouri.

Since December 20, 1953, "Revivaltime" has been released live over the ABC network. In 1963 the program was broadcast weekly over an average of 434 stations. These included independent stations and more than 50 foreign outlets. Altogether "Revivaltime" has been released over more than 1,200 different stations.



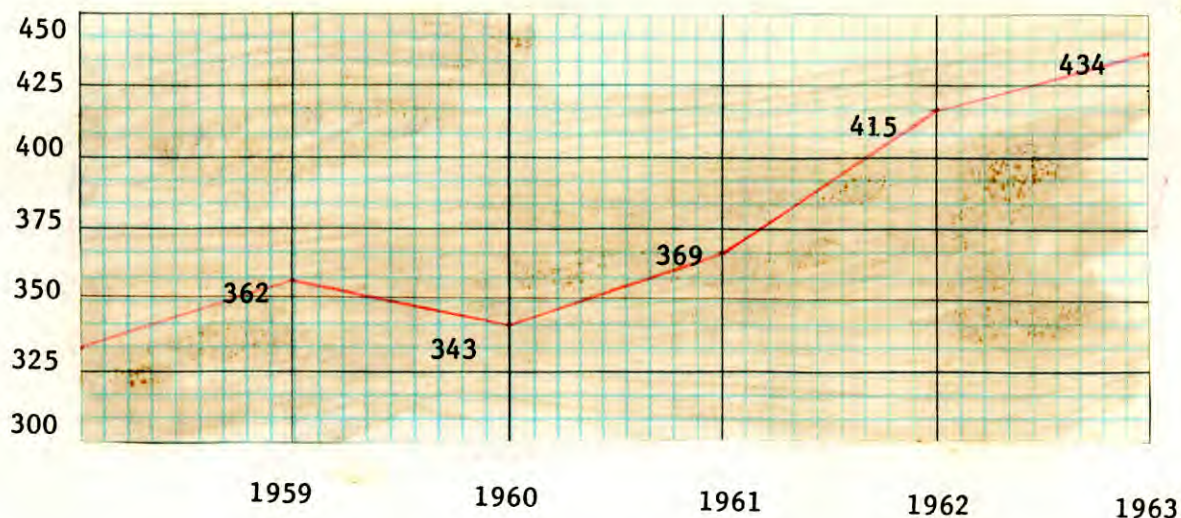


Figure 1. Station releases, 1959 - 1963<sup>1</sup>

Beginning with a mailing list of fewer than 5,000 in 1953 the Radio Department has developed a list of more than 45,000. A total of 1,150,000 pieces of mail has been received from 74 countries during the ten years of network broadcasting. Approximately 11,000 letters are received monthly. A record has not been kept of all letters received from overseas. However, a survey in 1961, showed that 1,349 letters had been received from overseas during that year.

Of the 107,311 letters received in 1963 only 651 did not contain a contribution to "Revivaltime." In 1959 the total number of letters from non-contributors was 1,463. In addition to containing contributions many of these letters have requested literature, information or counsel. Letters have been received from the United States and abroad, the young and the aged, from professionals and non-professionals, from members of the denomination and non-members and from laymen and ministers.

<sup>1</sup>Compiled from statistics in the "Annual Manual - 1963," op. cit.



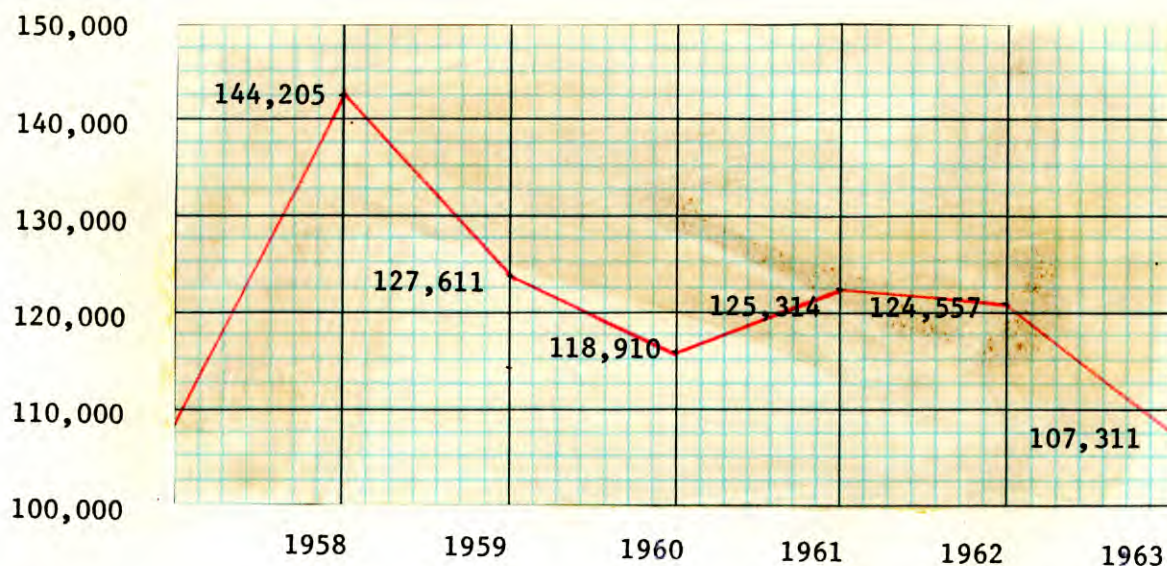


Figure 2. Mail response, 1958 - 1963<sup>2</sup>

A total of 1,990 or 28 per cent of the 8,302 Assemblies of God churches contributed to the support of "Revivaltime" in 1963. The year 1962 had a peak of 2,016 churches contributing. Since 1957 there has been a general increase:

|      |   |                    |
|------|---|--------------------|
| 1957 | - | 1,491              |
| 1958 | - | 1,626              |
| 1959 | - | 1,740              |
| 1960 | - | 1,833              |
| 1961 | - | 1,916              |
| 1962 | - | 2,016              |
| 1963 | - | 1,990 <sup>3</sup> |

Total offerings for "Revivaltime" in 1963 were \$546,061.85. This was a decrease from 1962's total of \$561,911.60. The average monthly budget for "Revivaltime" is \$10,000.

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<sup>2</sup>Compiled from statistics in the "Annual Manual - 1963," op. cit.

<sup>3</sup>Ibid.



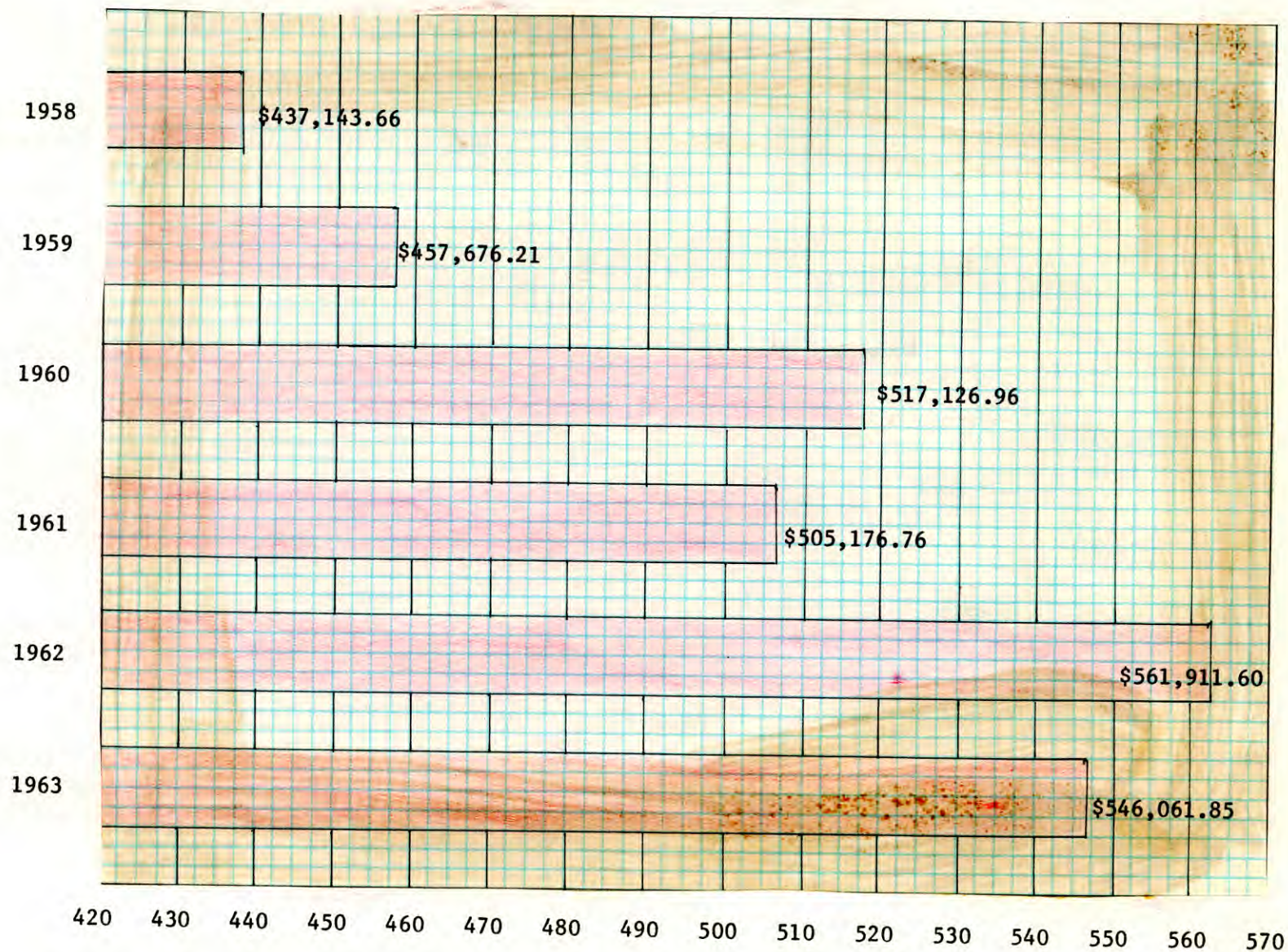


Figure 3. Offerings received by the Radio Department, 1958 - 1963

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**APPENDIX**

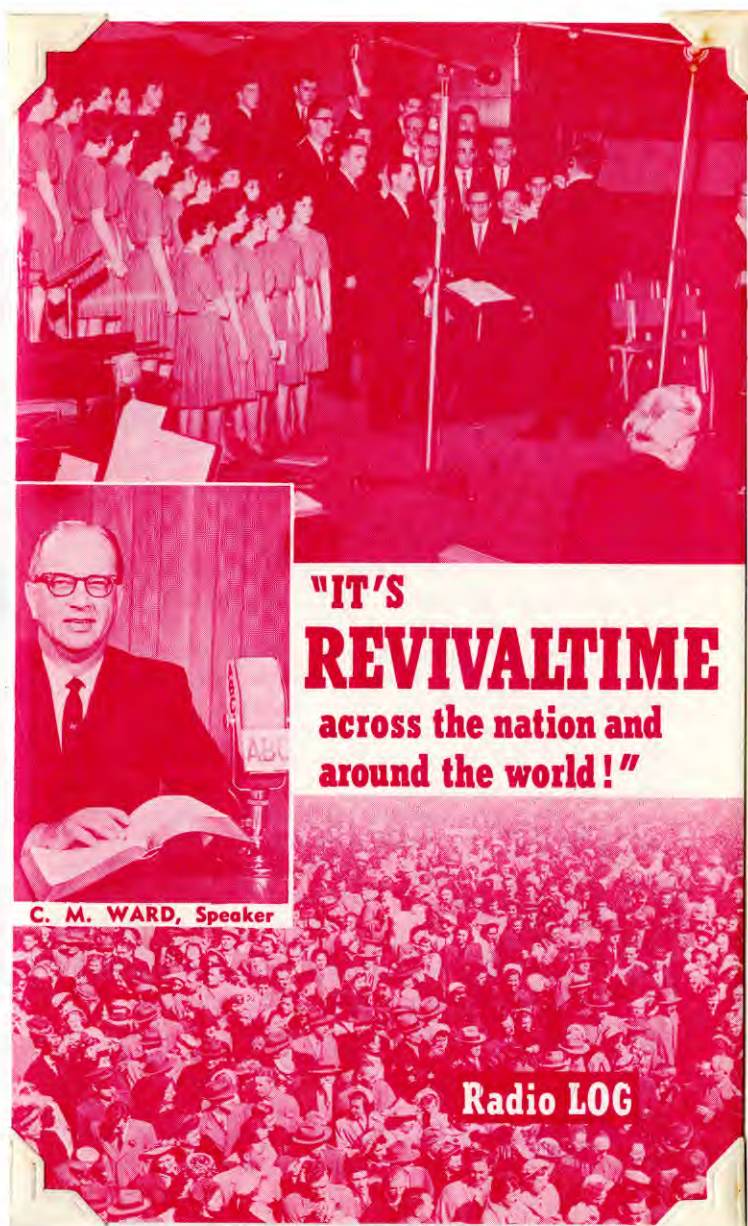


Figure 4. Radio log





**Bartlett Peterson**  
Executive Director  
Narrator



**Lee Shultz**  
Secretary of Radio  
Narrator and Producer

## *The Full Gospel on the Air*

Each week the Radio Department of the Assemblies of God broadcasts REVIVALTIME around the world to an estimated audience of 12 million persons. Approximately 400 radio stations release the broadcast service. About 50 of these are major stations located outside the United States.

Since going on the ABC network in December 1953, Evangelist C. M. Ward has been speaker of *Revivaltime*. His practical messages have reached people in all

classes of society. Thousands of letters received each week witness to the effectiveness of his ministry.

Inspirational music provided by the 45-voice choir under the direction of Cyril McLellan has won world-wide acclaim. The spiritual singing has attracted many to the Lord Jesus Christ.

A new 654-seat broadcasting auditorium provides complete facilities for the "live" broadcast service and for the best in technical production. Pray with us that the

**Cyril McLellan**  
Choir Director



**C. T. Beem**  
Program Director  
Office Manager



**Stanley Michael**  
Field  
Representative



**Wildon Colbaugh**  
Publicity  
Director

Holy Spirit will use each broadcast service to reach an ever-increasing audience for the Lord.

An extensive literature program has developed as a part of the radio ministry, and more than 3 million pieces of literature have been distributed. Many of the books, tracts, and sermons preached on REVIVALTIME are being translated into foreign languages for use in Bible schools and in evangelism programs.

## **ASSOCIATE BROADCASTS RELEASED IN RUSSIAN AND UKRAINIAN**

Behind the iron curtain each week an estimated 6 million persons hear REVIVALTIME's "Voice of

Truth" broadcast services. Paul Demetrus, Assemblies of God missionary to the Slavic people, is producer of these broadcasts in the Russian and Ukrainian languages. He is speaker for the Russian service. "Voice of Truth" is produced in San Francisco, Calif., using an Assemblies of God choir composed of Russian refugees.

**Paul Demetrus**  
"Voice of Truth"





# Hear Revivaltime on these stations

All times are Sunday p.m., unless otherwise indicated.

## ALABAMA

Anniston WANA 1490  
Anniston WHMA 1390 9:30 p.m.  
Birmingham WRCT 1260 7:00 a.m.

Clanton WKLF 980 8:00 a.m.  
Clanton WKLF-FM 100.9 meg. 8:00 a.m.

Decatur WHOS 800 7:00 a.m.  
Dothan WAGF 1320 8:00 a.m.  
Dothan WWOV 560 7:00 a.m.  
Gadsden WGAD 1350 9:30 p.m.

Hartselle WHRT 860  
Mobile WSIM 1270  
Montgomery WHHY 1440 7:30 a.m.

Tuscaloosa WCAT 1420 6:30 a.m.

## ARIZONA

Bisbee KSUN 1230 9:30 a.m. Sat.  
Kingman KAAA 1230 9:30 p.m.  
Phoenix KHEP 1280 12:30 p.m.  
Tucson KFIF 1550 7:30 a.m.  
Yuma KVOY 1400 10:30 p.m.

## ARKANSAS

Camden KAMD 910 8:30 a.m.  
Corning KCCB 1260 2:30 p.m.  
Dardanelle KCAB 980 8:30 a.m.  
Fort Smith KFSA 950 10:30 p.m.  
Hope KXAR 1490 6:00 p.m.  
Hot Springs KBHS 590 8:30 a.m.  
Jacksonville KCMR 8:00 a.m.  
McGehee KVSA 1220 3:30 p.m.  
Osceola KOSE 860 7:30 a.m.  
Springdale KBRF 1340 9:30 p.m.  
Van Buren KFDF 1580 1:00 p.m.

## CALIFORNIA

Bakersfield KPMC 1560 10:30  
Bakersfield KQXR-FM 101.5 meg.  
Banning KPAS 1490 7:15 a.m.  
Bishop KIBS 1230 9:30 p.m.  
Calxico KICO 1490 9:30 p.m.  
Calxico-El Centro KICO 1490 10:30 p.m.  
Concord KWUN 1480 8:00 a.m.

Crescent City KPLY 1240 8:00 a.m.

Dinuba KRDU 1240 8:00 a.m.

Eureka KINS 980 8:05 a.m.  
Fresno KCIB-FM 94.5 meg. 9:30  
Fresno KYNO 1300 8:00 a.m.  
Gilroy KPER 1290 4:00 p.m.  
Lodi KCVR 1570 10:30 a.m. Sat.  
Long Beach KGER 1390 3:30 p.m.  
Los Angeles KHOF-FM 99.5 meg. 8:00 a.m.

Los Padres  
Marysville-Yuba City KAGR 1450 9:15 p.m.

Marysville-Yuba City KAGR 1450 9:45 a.m.

Modesto KTRB 860 2:00 p.m.  
Mt. Shasta KWSD 620 8:30 a.m.  
Oceanside KUDE 1320 1:00 a.m.  
Palmdale-Lancaster KUTY 1450 8:30 p.m.

Redding KQMS 1400 8:30 a.m.  
Ridgecrest KLOA 1240 1:30 p.m.

Sacramento KRAK 11:40 9:30  
San Bernardino KCKC 10:30

San Diego KGB 1360 9:30 p.m.  
San Francisco KFAX 1100 2:45 p.m.

San Luis Obispo KVEC 920 9:00 a.m.

Santa Cruz KSCO 1080 6:00  
Sonoma KVML 1450 9:30 p.m.

Turlock KCEY 1390 9:30 p.m.  
Turlock KHOM-FM 92.9 meg. 6:00 p.m.

## COLORADO

Delta KDTA 1400 8:00 a.m.  
Denver KLIR 990 12:30 p.m.  
Grand Junction KEXO 1230 8:00 a.m.

Greeley KFKA 1310 8:00 a.m.  
Gunnison KGUC 1490 8:30 a.m.

Leadville KBRR 1230 8:30 p.m.  
Pueblo KFEL 970 8:30 a.m.

## CONNECTICUT

Norwalk WNLK 1350 8:00 a.m.  
Stamford WSTC 1400 10:30 p.m.  
Stamford WSTC-FM 96.7 meg. 10:30 p.m.

Waterbury WATR 1320 10:30

## DISTRICT OF COLUMBIA

Washington WOL 1450 8:30 a.m.

Washington WOL-FM 98.7 meg. 8:30 a.m.

## FLORIDA

Cocoa Beach WRKT 1300 8:00 a.m.

Cocoa Beach WRKT-FM 104.3 meg. 8:00 a.m.

De Land WJBS 1490 10:30 p.m.  
Homestead WSDB 1430 8:30 a.m.

Marianna WTYS 1340 9:30 p.m.  
Panama City WPCF 1300 9:30

Tallahassee WTAL 1450 10:30  
Tampa-St. Petersburg WSUN 620 10:30 p.m.

Valparaiso-Niceville WNSM 1340 9:00 a.m.

Vero Beach WTTB 1490 9:45  
Windermere WXIV 1480 4:30

## GEORGIA

Adel WAAG 1470 1:15 p.m.  
Albany WJAZ 960  
Americus WISK 5:00 p.m.  
Ashburn WMES 1570 1:45 p.m.  
Augusta WBBO 1340 6:30 a.m.  
Columbus WPXN 1460 10:30  
Griffin WHIE 1320 1:30 p.m.  
Griffin WKEU 1450 8:00 a.m.  
Newnan WHEA 1300 9:00 a.m.  
Smyrna WSMA 1550 2:30 p.m.

## IDAHO

Caldwell KBGN-FM 94.1 meg. 8:30 a.m.

Idaho Falls KID 590 9:00 a.m.  
Nampa KWLW 1340 10:30 p.m.  
Nampa KFXD 580 4:00 p.m.

Nampa KROK  
Twin Falls KTFI 1270 9:00 a.m.

## ILLINOIS

Beardstown WRMS 790 12:30  
Canton WBYS 1560 8:30 a.m.  
Chicago WAIT 820 8:30 a.m.  
Mattoon WLBH 1170 7:30 a.m.  
Springfield WCVS 1450 9:30

## INDIANA

Greenfield WSMJ-FM 99.5 meg. 8:30 a.m.

Hammond WYCA-FM 92.3 meg. 7:30 a.m.

Indianapolis WIRE 1430 9:30  
North Vernon WOCH 1460 3:30 p.m.

## IOWA

Terre Haute WBOW 1230 5:00

Boone KFGQ 1260 2:30 Sat.  
Boone KFGQ 99.3 meg. 8:00 p.m. Thurs.

Clinton KCLN 1390 8:30 a.m.  
Creston KSIB 1520 8:30 a.m.

Des Moines KSO 1460 8:00 a.m.  
Shenandoah KMA 960 10:30 p.m.

Sioux City KMNS 620 8:30 a.m.  
Spencer KICD 1240 9:05 a.m.

Storm Lake KAYL 990 8:15 a.m.  
Webster City KJFJ 1570 8:00 a.m.

## KANSAS

Coffeyville KGGF 690 9:30 p.m.  
Garden City KNCO 1050 1:00

Leavenworth KCLO 1410 4:30 p.m. Fri.

Newton KJRG 950 8:30 a.m.  
Topeka WREN 1250 10:30 p.m.

Scott City KFLA 1310 9:00 a.m.

## KENTUCKY

Maysville WFTM 1240 6:30 p.m.  
Newport WNOP 740 3:30 p.m.

Owensboro WVJS 1420 10:30 p.m.

Renfro Valley KRYK 1460

## LOUISIANA

Baton Rouge WLUX 1550 7:30 a.m.

New Iberia KANE 1240 10:30  
New Orleans WWOM 600 8:00 a.m.

Ruston KRUS 1490

## MAINE

Bangor WABI 910 10:30 p.m.  
Portland WGAN 560 8:15 a.m.

Rockland WRKD 1450 10:30  
Sanford WSME 1220 9:00 a.m.

Waterville WTVL 1490 10:30

## MARYLAND

Aberdeen WAMD 970 10:30  
Frostburg WFRB 740 2:00 p.m.

## MASSACHUSETTS

Medford WHIL-AM 1430 2:00



Medford WHIL-FM 107.9 meg.  
2:00 p.m.  
New Bedford WNBH 1340 10:30

#### MICHIGAN

Adrian WABJ 1490 8:30 a.m.  
Battle Creek WELL AM-FM  
1400 10:30 p.m.  
Dearborn WBFG-FM 98.7 meg.  
10:30 p.m.  
Detroit WJBK 1500 10:30 p.m.  
Grand Rapids WLAV 1340 8:00  
a.m.  
8:00 a.m.  
Lapeer WMPG 1230 9:00 a.m.  
Fri.  
Ludington WKLA 1450 10:30  
Muskegon WKBZ 850 10:30  
Port Huron WTTH 1380 9:00  
a.m.  
Saginaw WKNX 1210 7:30 a.m.

#### MINNESOTA

Alexandria KXRA 1490  
Brainerd KLIZ-FM 95.7 megs.  
4:30 p.m.  
Detroit Lakes KDLM 1340 9:00  
a.m.  
Duluth WWJC 1270 1:00 p.m.  
Fairmont KSUM 1370 1:30 p.m.  
Little Falls KLTF 960 1:00 p.m.  
Minneapolis KRSI 950 9:30  
Minneapolis WDGY 1130 8:00  
a.m.  
Pine City WCMP 1350 8:15 a.m.  
Roseau KRWB 1410 9:00 a.m.  
Wadena KWAD 920 5:45 p.m.  
Windom KDOM 1580 1:00 p.m.

#### MISSISSIPPI

Brookhaven WJMB 1340 4:30  
Canton WMGO 1370 7:30 a.m.  
Cleveland WDSK 1410 6:30 a.m.  
Corinth WCMA 1230 6:00 p.m.  
Hattiesburg WFOR 1400 9:30  
Laurel WLAU 1340 8:30 a.m.

#### MISSOURI

Bolivar KBLR 1550  
Farmington KREI 800 8:15 a.m.  
Ft. Leonard Wood KFLW  
Fulton KFAL 900 1:30 p.m.  
Kansas City KCMO 810 10:30  
Mountain Grove KLRS 1360  
7:30 a.m.  
Poplar Bluff KLID 1340 9:45 a.m.  
Rolla KCLU 1590 8:00 a.m.  
St. Louis WBBR 1490 9:30 p.m.

Sedalia KSIS 1050 8:00 a.m.  
Springfield KWTO 560 8:30 a.m.  
Springfield KWTO 560 9:30  
Springfield KCBI 600 9:30 Wed.

#### MONTANA

Belgrade KGVW 630 8:30 a.m.  
Billings KURL 730 8:30 a.m.  
Butte KOPR 550 8:00 a.m.  
Glendive KGLE 8:00 a.m.  
Kalispell KGEZ 600 8:30 a.m.  
Lewistown KXLO 600 8:30 a.m.  
Miles City KATL 1340 5:00 p.m.  
Missoula KGVO 1290 8:30 a.m.  
Sidney KGCX 1480 6:00 p.m.

#### NEBRASKA

Grand Island KRCI 1430 9:30  
Lexington KRVN 1010 9:00 a.m.  
Lincoln KFOR 1240 9:30 p.m.  
North Platte KJLT 970 2:00  
Omaha KBON 1490 9:30 p.m.  
Scottsbluff KOLT 1320 8:00 a.m.

#### NEVADA

Elko KELK 1240 9:00 a.m.  
Reno KBET 1340 9:30 p.m.  
Winnemucca KWNA 1400 6:30

#### NEW HAMPSHIRE

Nashua WSMN 1590 10:30

#### NEW JERSEY

Millville WMVB 1440 9:00 a.m.  
Millville WMVB-FM 93.7 meg.  
9:00 a.m.

#### NEW MEXICO

Artesia KSVP 990 7:30 a.m.  
Clayton KLMX 1450 2:30 p.m.  
Clovis KICA 980 7:30 a.m.  
Farmington KENN 1390 9:00  
a.m.  
Hobbs KWEW 1480  
Las Vegas KFUN 1230 9:30 p.m.  
Santa Rosa KSYX 1420 9:30 a.m.  
Taos KKIT 1340 8:30 a.m.

#### NEW YORK

Bath WFSR 1380 8:30 a.m.  
Buffalo WDCX-FM 99.5 meg.  
7:30 p.m.  
Buffalo WYSL 1400 10:30 p.m.  
Fredonia WBUZ 1570 9:30 a.m.  
Jamestown WJTN 1240 10:30  
Lockport WUSJ 1340 8:30 a.m.  
Massena WMSA 1340 6:30 p.m.  
New York WOR 710 11:30 p.m.  
Syracuse WFBL 1390 10:30



Utica-Rome WKAL 1450 10:30  
White Plains WFAS AM-FM  
1230 2:00 p.m.

# **NORTH CAROLINA**

Asheville WISE 1310 10:30 p.m.  
Asheville WSKY 1230 9:00 a.m.  
Belmont (Charlotte) WCGC  
1270 10:30 p.m.

Black Mountain WMT-FM 106.9  
meg. 4:30 p.m.  
4:30

Brevard WPNF 1240 7:05 a.m.  
Franklin WFSC 1050 6:10 p.m.  
Gastonia WGNC 1450 10:30  
Gastonia WGNC-FM 101.9 meg.  
10:30 p.m.

Hendersonville WHKP 1450 4:30  
Hickory WHKY 1290 10:30  
High Point WMFR 1230 10:30  
Morganton WMNC 1430 2:00  
Statesville WFMX-FM 105.7 meg.  
9:30 a.m.

Rocky Mount WEED 1390 10:30  
Washington WITN 930 10:30

# **NORTH DAKOTA**

Devils Lake KDLR 1240 1:00  
 Fargo WDAY 970 8:30 a.m.  
 Hettinger KNDC 1490 1:00 p.m.  
 Minot KLPM 1390 8:30 a.m.

# **OHIO**

Akron WADC 1350 10:30 p.m.  
Ashtabula WREO 970 8:15 a.m.  
Ashtabula WREO-FM 97.1 meg.  
8:15 a.m.  
Findlay WFIN 1330 8:00 a.m.  
Hamilton-Fairfield WFOL 1560  
2:30 p.m.  
Mansfield WMAN 1400 10:30  
Mansfield WCLW 1570 7:30 a.m.  
Painesville WPVL 1460 8:30 a.m.  
Warren WHHH 1440 10:30  
Wellston WKOV 1330

# **OKLAHOMA**

Ardmore KVSO 1240 9:30 p.m.  
Enid KCRC 1390 10:00 p.m.  
McAlester KTMC 1400 8:00 a.m.  
Miami KGLC 910 10:30 p.m.  
Oklahoma City KTOK 1000 9:30  
Wewoka KWSH 1260 9:30 p.m.  
Woodward KSIW 1450

# **OREGON**

Bend KBND 110 9:30 p.m.  
Coos Bay KOOS 1230 10:00

Enterprise KWVR 1340 9:00 a.m.  
Eugene KASH 1600 10:30 p.m.  
Lakeview KQIK 1230 9:00 a.m.  
Newport KNPT 1310 8:30 a.m.  
Oceanlake KBCH 1380 8:30 a.m.  
Ontario KSRV 1380 8:00 a.m.  
Portland KWJF 1080 10:30 p.m.

# **PENNSYLVANIA**

Altoona WRTA 1240 10:30  
Apollo WAVL 910 12:30 p.m.  
Berwick WBRX 1280 8:30 a.m.  
Boyertown WBYO-FM 107.5  
meg. 12:30 p.m.

Brookville WPME 1540 12:30  
Chambersburg WCHA 800 9:00  
a.m.

Ephrata WCSA 1310 5:00 p.m.  
Hazleton WAZL 1490 8:00 a.m.  
Huntingdon WHUN 1150 12:30  
Mexico WJUN 1220 12:30 p.m.  
Philadelphia WRCV 1060 8:00  
a.m.

South Williamsport WMPT 1450  
10:30 p.m.

Wellsboro WNB 1490  
Wilkes-Barre WILK 980 10:30

# **SOUTH CAROLINA**

Belton WHPB 1390 1:30 p.m.  
Charleston WOKE 1340 10:30  
Columbia WCOS 1400 10:30  
Florence WJMX 970 10:30 p.m.  
Sumter WSSC 1340 10:30 p.m.

# **SOUTH DAKOTA**

Belle Fourche WBFS 1450 1:00  
Huron KIJV 1340 2:30 p.m.  
Madison KJAM 1390 10:30 a.m.  
Sioux Falls KSOO 1140 9:30  
Sturgis KBHB 8:30 a.m.  
Yankton WNAX 570 9:30 p.m.

# **TENNESSEE**

Chattanooga WAPQ 1150 10:30  
Covington WKBL 1250 8:30 a.m.  
Jackson WTJS 1390 9:30 p.m.  
Jackson WTJS-FM 104.1 meg.  
9:30 p.m.  
Knoxville WSKT 1580 7:30 a.m.  
Nashville WSIX 980 9:30 p.m.

# **TEXAS**

Athens KBUD 1410 1:00 p.m.  
Beaumont KHGM-FM 95.1 meg.  
8:00 a.m.  
Beeville KIBL 1490 8:30 a.m.

Conroe KMCO 900 8:45 a.m.  
Crane KCRM 1380 4:30 p.m.  
Denver City KKAL 1580 2:30  
Edinburg KURV 710 8:30 a.m.  
Galveston KGBC 1540 9:30 p.m.  
Houston KTRH 740 10:30 p.m.  
Liberty KWLD 1050  
Livingston KETX 1440

Longview KFRO 1370 9:30 p.m.  
Lubbock KSEL 950 7:30 a.m.  
Midland KJBC 1150 11:00 a.m.  
Sat.

Monahans KVKM 1330 9:00 p.m.  
Port Lavaca KGUL 1560 1:30  
San Angelo KWFR 1260  
Seguin KWED 1580 8:00 a.m.  
Tulia KTUE 1260 4:30 p.m.  
Waco KAWA 1010 9:00 a.m.

# **UTAH**

Blanding KUTA 790 7:30 a.m.  
Provo KIXX 1400 9:00 a.m.  
Salt Lake City KSOP 1370 8:00  
a.m.

Vernal KVEL 1250 7:30 a.m.

# **VERMONT**

Newport WIKI 1490 5:30 p.m.  
St. Johnsbury WTWV 1340 8:00  
a.m.

# **VIRGINIA**

Covington WKEY 1340 10:30  
Danville WBTV 1330 10:30  
Lynchburg WLVA 590 10:30  
Norfolk WCMS 1050 12:30  
Norfolk WXRJ-FM 104.5 meg.  
4:00 p.m.

Petersburg WSSV 1240 5:00  
Richmond WMBG 1380 10:30  
Roanoke WKBA 1550 7:30 a.m.

# **WASHINGTON**

Aberdeen KXRO 1320 10:00 a.m.  
Colfax KCLX 1450 12:30 Fri.  
Kelso KLOG 1490 1:30 p.m.  
Puyallup KAYE 1450 2:30 p.m.  
Seattle KGDN 6:30 3:00 p.m.  
Seattle KTW 1250 9:30 p.m.  
Spokane KXLY 920 10:30 p.m.  
Tacoma KTWR (FM) 103.9 meg.  
2:30 p.m.

Walla Walla KTEL 1490 9:30  
Wenatchee KPQ 560 8:00 a.m.  
Yakima KIT 1280 8:30 a.m.  
Yakima KBBO 1390

# **WEST VIRGINIA**

Beckley WJLS 560 9:00 a.m.

Clarksburg WHAR 1340 10:30  
Matewan WHJC 1360  
Morgantown WCLG 1300 12:30  
Princeton WLOH 1490 8:00 a.m.  
St. Albans WKLC 1300 11:00  
a.m. Sat.

# **WISCONSIN**

Ashland WATW 1400 8:30 a.m.  
Black River Falls WWIS 1260  
9:00 a.m.  
Chippewa Falls WAXX 1150 4:00  
Green Bay WDUZ 1400 9:30  
Menomonie WMNE 1360 1:30  
Milwaukee WMIL 1290 2:30  
Milwaukee WTOS-FM 103.7  
meg. 5:00 p.m.

Neillsville WCCN 1370 8:30 a.m.  
Plymouth WPLY 1420 11:00 a.m.  
Rice Lake WJMC 1240 8:30 a.m.  
Rice Lake WJMC-FM 96.3 meg.  
8:30 a.m.

Richland Center WRCO 1450  
9:00 p.m.

Shawano WTCH 960 8:00 a.m.  
Watertown WTTN 1580 11:15  
a.m. Sat.

Wausau WHVF 1230 6:00 p.m.  
Wisconsin Rapids WFHR 1340  
8:15 a.m.

# **WYOMING**

Casper KVOC 1230 10:30 p.m.  
Cheyenne KCHY 1590 8:30 a.m.  
Gillette KIML 1490 9:00 a.m.  
Laramie KLME 1490 10:30 a.m.  
Newcastle KASL 1240 8:00 a.m.  
Rawlins KRAL 1240 8:00 a.m.  
Sheridan KWYO 1410 2:00 p.m.

# **FOREIGN RELEASES**

# **AFRICA**

Kenya—Royal Air Force Base  
Nigeria—Ibadan WNBS  
10 kw med wave 10:00 Mon.  
49.6 short wave 10:00 Mon.

# **ALASKA**

Anchorage KFOD 730 8:30 a.m.  
Angoon  
Barrow  
Cordova KLAM 1450 5:30 p.m.  
Fairbanks KFAA 660 6:00 p.m.  
Juneau KINY 800  
Point Hope  
Sitka KIFW 1:00 p.m.



**AMERICAN SAMOA**

Pago Pago WVUV 1120 1:00

**BAHAMA ISLANDS**

Nassau ZNS 1540 9:00 a.m.

**BERMUDA**

Hamilton ZBMI 1235 2:30 p.m.

**CANADA****Alberta**

Camrose CFCW 790 4:30

Drumheller CJDV 910 9:00 a.m.

**British Columbia**

Chilliwack CFVR 1240 1:00

Chilliwack CHWK 1270 1:00

**New Brunswick**

St. John CFBC 930 1:30 p.m.

**Newfoundland**

Corner Brook CFCB 570

10:00 a.m.

Marystown CHCM 560 9:30 a.m.

St. John's VOCM 590 4:30

**Nova Scotia**

New Glasgow CKEC 1320 2:30

p.m.

Sydney CJCB 1270 4:00 p.m.

**Ontario**

Kitchener CKCR 1490 7:30 a.m.

Pembroke CHOV 1350 8:30

a.m.

Richmond Hill CFCM 1310

11:00 p.m.

Sault St. Marie CJIC 1050

9:05 a.m.

**Quebec**

Sherbrooke 900 2:30 p.m.

**COSTA RICA**

San Jose TIFC 1075 kl. 9.645

meg. 6.037 meg. 97.1 FM

**HAWAII**

Hilo KIPA 1110 4:00 p.m.

Honolulu KAIM 870 8:30 a.m.

Honolulu KAIM-FM 95.5

meg. 8:30 a.m.

**NEW ZEALAND**

Gisborne 2xM 1180 9:15 Mon.

**OKINAWA**

Naha KSAB 1020 8:00 p.m.

**PHILIPPINE ISLANDS**

Cebu City DYRC 600 4:00 p.m.

Iloilo City DYRI

Manila DZAS 680 8:30 p.m.

Manila DZH6 6.030 meg. 8:30

Manila DZB2 3.345 meg. 8:30

Manila DZH7 9.730 meg. 10:30

p.m. Thurs.

Manila DZH8 11.855 meg. 10:30

p.m. Thurs.

Manila DZH9 15.300 meg. 10:00

Manila DZI8 21.515 meg. 8:00

a.m.

Manila DZI8 21.515 meg. 10:30

p.m. Thurs.

Manila DZI6 17.805 meg. 10:00

Manila DZF3 15.383 meg. 8:00

a.m.

**PUERTO RICO**

Viques WIVV 1370 9:30 a.m. Sat.

**SOUTH AMERICA**

British Guiana—Georgetown

BGBS 8:30 a.m.

Dutch Guiana—Paramaribo

Radio RAPAR 9:30 a.m.

Montevideo, Uruguay Radio Clar-

in CX 58 9:00 a.m.

**TRINIDAD**

Port-of-Spain Radio Guardian 5:30

**WEST INDIES**

St. Maarten, Netherlands PJD2

1250

## *A Vital Message to You*

We are living in momentous days! The flight of the astronauts . . . launching new moons from the earth . . . atomic warfare . . . guided missiles . . . struggle for peace . . . all proclaim the soon coming of Christ.

Neighbor, I carry a heavy burden for the millions who listen to REVIVALTIME each week. They must be saved before He comes. Others must receive spiritual help to overcome doubts and fears. While others seeking healing must be pointed to the Great Physician.

Because Christ's return is near, I must share this full-gospel message. I need your help to do it. Support of this broadcast service comes only from gifts and offerings such as you can give. For the sake of souls in need send your contribution today.



*John H. Ward*

**AN UNUSUAL EVANGELISTIC BROADCAST SERVICE**  
REVIVALTIME is supported by freewill gifts and offerings.

Send your letters to:

## REVIVALTIME

BOX 70

SPRINGFIELD, MO. 65801 U.S.A.


## VOICE OF TRUTH RELEASES

A complete listing of stations releasing broadcast services in the Russian and Ukrainian languages is available. Write to REVIVALTIME, Box 70, Springfield, Mo. 65801, and ask for the "Voice of Truth Log."

L4-64

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UARCO BUSINESS FORMS - PARIS, TEX. 29350



## Revivaltime

SPRINGFIELD, MISSOURI

THE RADIO VOICE OF THE  
ASSEMBLIES OF GOD

We thank you in the name of Jesus for your prayerful support in this radio crusade for Christ.  
 Your offering indicated below shall be disbursed as you have requested. *M. Metzger*

| TOTAL OFFERINGS | BOOKS-ACCT. 601 | OTHER ACCOUNTS | DATE              |
|-----------------|-----------------|----------------|-------------------|
|                 |                 |                | GENERAL OFFERINGS |

RECEIVED FROM

REMARKS

①

**Figure 5. Official Radio Department receipt**





*Revivaltime*  
SPRINGFIELD, MISSOURI

THE RADIO VOICE OF THE  
ASSEMBLIES OF GOD

We thank you in the name of Jesus for your prayerful support in this radio crusade for Christ.  
Your offering indicated below shall be disbursed as you have requested. *M. Metzger*

|                 |                 |                | DATE              |
|-----------------|-----------------|----------------|-------------------|
| TOTAL OFFERINGS | BOOKS-ACCT. 601 | OTHER ACCOUNTS | GENERAL OFFERINGS |
|                 |                 |                |                   |

RECEIVED  
FROM

REMARKS

Figure 5. Official Radio Department receipt



*Revivaltime*  
SPRINGFIELD, MISSOURI

THE RADIO VOICE OF THE  
ASSEMBLIES OF GOD

We thank you in the name of Jesus for your prayerful support in this radio crusade for Christ.  
Your offering indicated below shall be disbursed as you have requested. *M. A. Netzel*


| TOTAL OFFERINGS | BOOKS-ACCT. 601 | OTHER ACCOUNTS | DATE              |
|-----------------|-----------------|----------------|-------------------|
|                 |                 |                | GENERAL OFFERINGS |
|                 |                 |                |                   |

RECEIVED  
FROM

REMARKS

Figure 5. Official Radio Department receipt





FROM \_\_\_\_\_ *Revivaltime* \_\_\_\_\_ THE RADIO VOICE OF THE  
ASSEMBLIES OF GOD

P. O. BOX 70 - SPRINGFIELD, MISSOURI 65801

THE FULL GOSPEL ON THE FULL A. B. C. NETWORK

DATE \_\_\_\_\_

"REACHING EARTH'S MILLIONS FOR CHRIST"

TO: \_\_\_\_\_

THIRD OR FOURTH CLASS

®

Figure 5. Official Radio Department receipt

Table 11. Literature printed and distributed by "Revivaltime"

1954 - 1962

(Revised, January, 1964)

| <u>Year</u> | <u>Radio<br/>Offers</u> | <u>Mail<br/>Offers</u> | <u>Est. of<br/>Mimeo<br/>Sermons</u> | <u>Est.<br/>Total<br/>Printed</u> | <u>Est.<br/>Total<br/>Mailed</u> | <u>Balance<br/>on Hand</u> |
|-------------|-------------------------|------------------------|--------------------------------------|-----------------------------------|----------------------------------|----------------------------|
| 1954        | 114,481                 | 42,401                 | ---                                  | 156,882                           | 156,546                          | 336                        |
| 1955        | 257,937                 | 113,891                | 6,000                                | 377,828                           | 342,305                          | 35,523                     |
| 1956        | 109,500                 | 261,167                | 80,000                               | 450,667                           | 440,948                          | 9,719                      |
| 1957        | 112,689                 | 242,612                | 80,000                               | 435,301                           | 427,402                          | 7,899                      |
| 1958        | 275,253                 | 80,022                 | 80,000                               | 435,275                           | 417,266                          | 18,099                     |
| 1959        | 254,897                 | 107,258                | 75,000                               | 437,155                           | 407,141                          | 30,014                     |
| 1960        | 258,000                 | 201,960                | 75,000                               | 534,960                           | 514,720                          | 20,240                     |
| 1961        | 317,067                 | 104,223                | 80,000                               | 501,290                           | 514,720                          | 27,814                     |
| 1962        | <u>341,292</u>          | <u>140,995</u>         | <u>61,200</u>                        | <u>543,307</u>                    | <u>489,467</u>                   | <u>54,020</u>              |
| TOTALS:     | 2,041,116               | 1,294,529              | 537,200                              | 3,872,665                         | 3,669,271                        | 204,574                    |



*Dear Friend of Revivaltime —*

Soul winning is a round-the-year ministry for every Christian. Wherever there are people there is need to win souls for Christ in every season.

There is a revival of interest in personal witnessing. We thank God for this! Men and women in many areas of the nation are finding a new joy in service through witnessing about Christ to their friends and acquaintances. To get every Christian effectively winning souls is the greatest responsibility the Church has today.

Christ commissioned each of us to "Go ye into all the world and preach the gospel to every creature."

To help you become a better personal worker, I have prepared for you a new edition of the 61-page, two-color book, "My Personal Worker's Guide," with a beautiful new long-wearing cover. This guide is the most popular Christian literature item Revivaltime has ever offered! This thin pocket-size guide is designed to make it easy for you to witness to others about salvation, healing, the baptism in the Holy Spirit, and the Second Coming of Christ. Along with the key scriptures on these vital doctrines, I have added in this book comments on each subject to make it easier to follow and to use.

Also, a set of cards has been prepared for you on which you may record the names of the friends to whom you witness. These cards are designed to help us help you. When filled in and returned to Revivaltime, we will send the literature you check to the person you designate. This person will not be contacted for any other purpose.

In this plan we will be "workers together" in witnessing to your friends. I believe this is a wonderful way for you to help those you are with daily (Please turn the page)

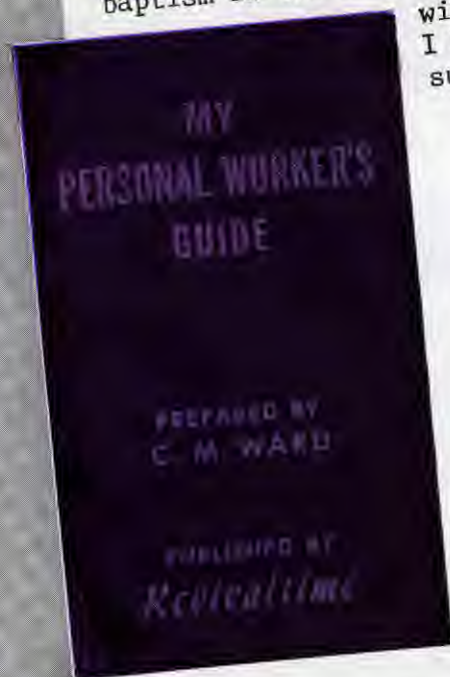


Figure 6. Sample of monthly printed letter to contributors



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to come to know Christ as their Saviour. So send today for your own complimentary copy of "My Personal Worker's Guide" and the special Christian Literature Service Cards.

I need to know which question troubles you most. In preparing my sermons and books, I want to scripturally meet the problems that face the Revivaltime listeners. You can help me greatly as you include your question on the attached coupon when you send your letter.

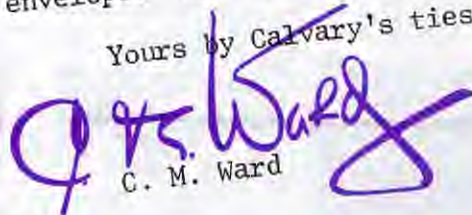
New opportunities are before us in 1964. In beginning the eleventh year of network broadcasting, we are challenged more than ever before by the tremendous potentials for reaching lost souls with the redeeming full-gospel message by radio. But it will not be an easy road. We are prepared for the hard work it will require. For the financial support, however, we must appeal to all of our friends of this far-reaching evangelistic broadcast radio ministry.

Right now Revivaltime is pressed with an accumulated deficit of \$18,450. For several months in the year, offerings were smaller than ordinary, while costs were increasing. Consequently, it is necessary to share this need with you for prayer.

We must wipe out the deficit immediately. You can help further by giving an extra offering above your regular support. When each one does his part the load will be lifted and we can advance once again.

Get your copy of "My Personal Worker's Guide" right away by filling out the coupon on the next page and mailing it in the enclosed postage-paid envelope. Be a witness for our Lord.

Yours by Calvary's ties,

  
C. M. Ward

## CHANGES IN STATION RELEASES THIS MONTH

### NEW STATIONS

Camden, Ark. KAMD 910 Sun. 8:30 a.m.  
Jacksonville, Ark. KGMR Sun. 8:00 a.m.  
Jonesboro, Ark. KNEA 970 Sun. morning  
Los Padres, Calif.  
New London, Conn. WNLC 1510 Sun. 6:30 p.m.  
Topeka, Kans. WREN 1250 Sun. 10:30 p.m.  
Battle Creek, Mich. WELL WELL-FM  
Las Vegas, N. Mex. KFUN 1230 Sun. 9:30 p.m.  
New Glasgow, Nova Scotia, Canada CKEC 1320  
Sun. 2:30 p.m.  
USS Shangri La

### CANCELLATIONS

Pensacola, Fla. WPFA  
Caldwell, Idaho KBGN  
West Plains, Mo. KWPM  
Lewisburg, Pa. WUNS  
Union City, Tenn. WENK  
Centralia, Wash. KELA  
Pasco-Kennewick, Wash. KGR5  
Mozambique, E. Africa Lourenca Marques





## 10 Years on Network Commemorated

Testimonial Dinner held in Springfield, Missouri



Following the completion of the ten Revivaltime rallies the first two weeks of December, the Testimonial Dinner was held in the Dining Room of the Headquarters Building of the Assemblies of God in Springfield, Mo.

(1) At the head table were E. S. Williams, Mrs. Williams, Mrs. Ward, C. M. Ward, Bartlett Peterson, D. V. and Mrs. Hurst, Mrs. Zimmerman, Thomas F. Zimmerman, and Dr. Eugene R. Bertermann. (2) D. V. Hurst, Bartlett Peterson, and C. M. Ward cut the anniversary cake. (3) D. V. Hurst, secretary of radio, served as master of ceremonies. (4) C. M. Ward, Revivaltime speaker, and C. T. Beem, program director and office manager, received 10-year service trophies from D. V. Hurst.

(5) Mrs. Lil (Sundberg) Anderson, former Revivaltime soloist, was present with C. M. and Mrs. Ward. (6) Bartlett Peterson, executive director of radio, welcomes Stanley Whitcanak, radio director of the Church of the Nazarene, to the dinner. (7) Bartlett Peterson gives a Citation of Honor plaque to Thomas F. Zimmerman, first director of radio for the Assemblies of God. (8) C. M. Ward, present speaker of the broadcast service, and E. S. Williams, first speaker, were together at the dinner. (9) Dr. Eugene R. Bertermann, president of the National Religious Broadcasters, brought words of commendation for Revivaltime's ten years of gospel broadcasting on the ABC radio network.



\$18,450 deficit accumulated at year's end

# THIS RADIO MINISTRY MUST NOT BE CURTAILED

By THOMAS F. ZIMMERMAN  
General Superintendent, Assemblies of God

AT THE END OF 1963, *Revivaltime* faced an accumulated deficit of \$18,450 for the year. Now, in addition to meeting its current expenses, it is necessary to recover this amount. We must balance the books in order to keep our radio ministry strong!

Already some key station releases have been dropped to effect every economy possible. We may have to drop more stations. However, it does irreparable damage to the service to drop stations recently gained that are in the process of gathering an audience. But when receipts do not meet costs, there is no alternative.

For ten years *Revivaltime* has been on the ABC radio network and on hundreds of independent stations. It has provided a great evangelistic outreach. God has used *Revivaltime* to bring salvation, healing and blessing to many around the world. It is the leading broadcast in the world preaching the full-gospel message and we have a responsibility to maintain it. With your help we can keep the *Revivaltime* network strong.

We are able to announce that *Revivaltime* is to remain on the ABC network for another year. This is encouraging. However, as of

September, the network's major stations in New York City, Chicago, Los Angeles, San Francisco, and Detroit cancelled *Revivaltime*. These powerful stations had produced strong financial support. The loss of this support has seriously affected the service and requires a major rebuilding of coverage and financial backing.

We have regained New York City through WOR. We have also regained somewhat in Los Angeles through KGER. We are looking for stations in the other major cities. This is a prayer target.

The letters received by *Revivaltime* each week indicate the value of this broadcast service. From every strata of society response has come—giving testimony of God's help, requesting prayer, inquiring for spiritual guidance and seeking personal counseling. In no other way is it possible to reach so many persons at so low a cost per capita. The audience of *Revivaltime* has been estimated in the millions each week at home with millions more abroad. The weekly cost for maintaining this radio ministry on nearly 425 stations is just a little more than \$10,000.

Pray earnestly with us about our present need of \$18,450 and respond to it as the Lord speaks to you. Send the amount the Lord lays on your heart. Send it as a sacrifice and as an act of faith to reach the lost—\$2, \$5, \$10, \$25, or more. Use the coupon on the preceding page.

Send your gift.  
It will help!



CLIP AND MAIL THIS COUPON  
REVIVALTIME LETTERETTE Send to REVIVALTIME, Box 70, Springfield, Mo., 65801, U.S.A.

Dear Brother Ward and REVIVALTIME Team:

- ☐ I am praying for REVIVALTIME'S world-wide evangelistic radio ministry.  
☐ Enclosed is my regular offering for REVIVALTIME. Amount \$ \_\_\_\_\_  
☐ Please send me a complimentary copy of C. M. Ward's book, "My Personal Worker's Guide."  
☐ Extra offering to help clear deficit. \$ \_\_\_\_\_ Total amount enclosed \$ \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## MY QUESTION

Here is your opportunity to help *Revivaltime*. Send a question for which you want an answer. This will help in preparation of both sermons and books.

To help learn more about our radio audience, we need the following information about you.

☐ Male ☐ Female \_\_\_\_\_ Age \_\_\_\_\_



THE RADIO DEPARTMENT OF THE ASSEMBLIES OF GOD

by

MARION ELIZABETH CRAIG

B. A., Central Bible Institute, 1960

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AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Technical Journalism

KANSAS STATE UNIVERSITY  
Manhattan, Kansas

1964

This thesis is a descriptive analysis of the Radio Department of the General Council of the Assemblies of God, Springfield, Missouri. It deals specifically with "Revivaltime," half-hour weekly broadcast of the Radio Department.

Information was gleaned from the records of the Radio Department, minutes of the biennial general councils of the Assemblies of God, publications of the denomination and literature prepared by the Radio Department. Additional information was obtained through interviews with staff members of the Radio Department.

The history and development of the Radio Department and parallel growth of "Revivaltime" are traced. The size and type of audience is considered and response to the program is measured through letters and contributions received. The organization and direct mail program of the Department are also reviewed.

The Radio Department of the Assemblies of God was established in 1945. "Sermons in Song," predecessor of "Revivaltime," was released over 72 local stations in 1946. By 1963 "Revivaltime" had become an international broadcast released over 434 stations, independent stations and more than 50 foreign outlets. In 10 years of network broadcasting "Revivaltime" has been released over more than 1,200 different stations.

The Walter Bennett Agency, Chicago, estimates "Revivaltime's" audience in the United States to be approximately 12 million. A total of 1,150,000 letters have been received from this audience over a period of 10 years. Approximately 11,000 letters are received monthly.

"Revivaltime's" weekly budget is more than \$10,000. Approximately 15 per cent of this budget is met by contributions sent in direct response to the broadcast. The remaining 85 per cent comes from Assemblies of God churches and in response to the monthly printed letter sent by the Radio Department to its list of approximately 45,000 personal contributors. Of the 107,311 letters received in 1963 only 651 did not contain a contribution.

Staff members of the Department include an executive director, secretary of radio, radio speaker, publicity director, field representative, office manager, choir director and soloist. In addition there are 22 clerical workers and a voluntary choir and musicians.

"Revivaltime" is released Sunday 9:30 p.m., C.S.T., over the American Broadcasting Company network from a fully-equipped studio in the headquarters offices of the Assemblies of God at 1445 Boonville, Springfield, Missouri.